

# National Quality & Customer Experience Awards

## Information Pack 2018

These prestigious awards showcase excellence in quality; recognising individuals and teams. The Quality & Customer Experience Awards represent a major step in the growth of this professional community in the customer contact world.

Could you be a winner of the Quality & Customer Experience? It's a fantastic opportunity to gain external recognition for the hard work and success achieved by you and your team(s).

As you would expect from The Forum's reputation, the standard of these Quality & Customer Experience Awards is sustained by rigorous assessment that involves members, finalists and experts.

Uniquely this awards programme includes an element of peer-assessment, the chance to hear other finalists at our Finalists' Day, as well as the opportunity to hear and see presentations from all the award winners at the National Quality & Customer Experience Conference.

Awards are offered for both individuals and teams, with four individual categories:

- Assessor of the Year
- Analyst/Coach of the Year
- Manager of the Year
- Rising Star Award

and awards for teams in areas like:

- Best in sector
- Customer or performance insight
- Voice of the Customer
- Speech & text analytics
- Omni-channel/customer journey
- Continuous improvement

Shortlisted nominations will present at our **Finalists' Day in June and July\***, which offers insight from networking & peer review.

Winners will be announced at the prestigious **Gala Awards Dinner in September\***.

Winners and colleagues will share their stories at the **National Quality & Customer Experience in November\*** making these awards a vital part of the annual calendar of learning and best practice.



Above all, the Quality & Customer Experience Awards support the professional community in raising standards, by sharing with others what makes the most successful individuals and teams stand out from the crowd. This helps promote best practice and create understanding of how quality can make the difference.

The initial nomination process is quick and easy. Feel free to call us for further help. We look forward to receiving your nomination shortly.

**Pete Dunn**

Quality & Customer Experience Specialist

# How to apply

## Frequently Asked Questions

**Q: Who can apply?**

**A:** The awards are open to quality and customer experience practitioners in any customer contact operation serving customers in the UK or Ireland. If you service other areas as well, your nomination should cover all aspects of your work. You do not need to be a member of The Forum. The 2018 Finalists' Day, Awards Gala and Conference are in England.

**Q: How is it judged?**

**A:** A panel of experienced contact centre professionals will assess shortlisted nominations against the criteria on page 2. Shortlisting is based on a simple nomination form, which ensures that nominations meet the required standard. All shortlisted nominees are asked to present at our Finalists' Days in June/July\*, where assessment will include both peer review and review by our expert judges.

**Q: What does it cost?**

**A:** The entry fee includes participation in our Finalist Day and one place at the Awards Gala. Winners gain a free place at the National Quality & Customer Experience Conference where they talk about their work. We do not meet travel or other expenses. The entry fee is £195 plus VAT. Payment is only taken once shortlisting is confirmed; you do not pay anything if you are not shortlisted.

**Q: Can I get a company invoice?**

**A:** Normally individual nominees pay by credit card, but we can invoice the company if you are entering nominations for more than 1 category or in exceptional circumstances.

**Q: What is required of finalists?**

**A:** If shortlisted, we will ask you to prepare further evidence to support your nomination and to create material for the Finalists' Day. The format of this day does not require previous presentation experience, as judges will help you draw

out the material in pre-prepared hand-outs or slides. Some questions may be asked and we will ensure that this process is as easy for you as possible.

**Q: Is there a site visit?**

**A:** No, unlike the Innovation Awards, We do not visit all nominees, but will use the Finalists' Day to assess entries. This is in order to make this programme affordable and accessible to as many entrants as possible. We do ask winners to talk about their work at the Quality & Customer Experience Conference, but there is no requirement at this stage to host a site visit for members, although winners may wish to if there is demand.

**Q: Do I have to be a good presenter?**

**A:** No. At the Quality & Customer Experience Conference, we do ask winners to share their work but if you find it easier, a colleague may present your work on your behalf; we also have a number of formats in which those who are not confident presenters can still talk with other members.

**Q: What about confidential information?**

**A:** Information for the judges will be held in strict confidence; this will not be made available to competitors or others that you specify. We ask you not to present confidential information on the Finalists' Day or at the Quality & Customer Experience Conference, but to share how you achieved success in other ways, as this material is in the public domain.

**Q: What is the next step?**

**A:** Look at the process and deadlines on the following page. The next step is to register your nomination at the earliest opportunity and to complete the nomination form which allows you to give information simply, so that we can assess it against the judging criteria.

# Key Dates

## Step-by-step: making it easy

### It's quick & easy to get started

All you need is this information pack, a registration form and a nomination form. Within a few minutes you can gather the information you need to register your nomination.

#### 1. Initial Registration in December

The simple registration form gets you on the track to winning. You can nominate teams or individuals and you need to tell us who is supporting this within the business. A signed copy will be required, but you can scan or photograph this and email that back. If you need more time, speak to us now.

#### 2. Supporting information in May

The short nomination form allows you to present evidence for all five criteria, by simply answering a few clear questions. This is to ensure that you meet the standard required for shortlisting. This is a prestigious national competition; preparation is required and we look for 2-3 supporting testimonials.

We do everything we can to make this part of the process as quick and easy as possible. Speak to us if anything puzzles you or is taking too long. There are separate forms for teams and individuals. For individual awards, either the nominee or the person nominating them can answer the questions, but both need to be involved. For team awards, one person can do the work on behalf of all, or many teams will find it motivating to work together as they identify their achievements.

#### 3. Shortlisting in June

We will let you know individually as soon as we can if you meet the standard for shortlisting for the category you have entered. Normally this is assessed by The Forum panel. In some cases, further information is required of longlisted nominations. By mid-June, we will be in a position to announce the full list of finalists in every category.

#### 4. Finalists' Days June and July\*

If shortlisted, we will ask you to prepare further evidence to support your nomination and to create material for the Finalists' Day. This day gives the chance for everyone to present their case, meet other finalists and be involved in understanding and assessing the entries of others in your category.

#### 5. Awards Gala evening September\*

The award winners are announced and presented with their awards during a fabulous black-tie Awards Gala evening. This is where we salute your achievement, celebrate your success and present the award winners with their trophies. Motivate your teams or clients with a real celebration.

#### 6. Winners' stories November\*

Winners will be asked to share their story at the National Quality & Customer Experience Conference in November. This is a chance to showcase the best of the profession – and get up to date with work in all areas of quality. We can discuss with you the best way of getting this message across or whether you would like a colleague to represent you. For team awards, you may want to nominate a particular individual to do a presentation. Please speak to us at once if this gives you any concern. Don't let it get in the way of your nomination; we have a lot of experience of different approaches.

#### Next steps.

More detail is provided in the following pages, but we welcome your questions.

Email: Alison Conaghan, Specialist through [qualityawards@theforum.social](mailto:qualityawards@theforum.social).

#### And remember the key dates!

We will confirm these dates on receipt of your registration form.

# Judging Criteria

## Recognising excellence

The Quality & Customer Experience Awards are presented to individuals or teams and assessed against these five criteria. The winners will demonstrate excellence in one, some or all areas, showing how engaging colleagues can create visibly improved results for customers and the business.

### 1. Customer outcomes

A great quality or customer experience team, analyst or manager is not just about processes and relationships but how we use these to good effect, to make a real difference to customers – internal and external.

Some roles or teams have more opportunity to engage with customer insight than others, but all of us can be aware of how we are impacting the customer. How do you express this? How does this impact your priorities? Who do you look to for inspiration, mentoring or guidance?

What information do you access? Or not access? How are you reviewing the customer journey? How are you comparing internal and external indicators? What strategic, predictive framework do you work with in assessing 'what really matters' and 'telling the story'?

### 2. Colleague & business outcomes

What takes us from good to great as quality professionals is the ability to develop the contribution that we make and the ways in which we contribute to vital strategic imperatives of the wider business or service.

Any evidence of change and improvement is a great example of making a difference, but can you provide further evidence of a track record of improvement over time, including any future plans? What is enabling this? How is the work of your teams linked to continuous improvement approaches? Corporate priorities and projects? How are front-line teams engaged? Are they noticing the difference?

### 3. Engagement & credibility

This is a key ingredient for a winner. What relationships do you foster and develop? How do you do this? How do others perceive you or your team? Who are your key stakeholders and how are you engaging them? How are you making a difference from their perspective?

In the judging process, if shortlisted, we will ask you to offer your evidence about the benefits of this on the role and contribution of Quality & Customer Experience professionals. For this reason, making a difference is an important value within our professional communities.

### 4. Use & communication of information

How are you turning the customer interactions and journeys you review into insight that helps others to take appropriate action and deliver improvements? We are looking for examples of how you've communicated information (based on evaluations by you or others) that has been acted on and supported a demonstrable change in behaviour among key stakeholders.

How confident are you in communicating in this way? How do you tailor information and relate it to the needs of your audiences? What data do you use? How do you determine priorities? How do you compare internal and external perspectives? How do you talk about the key issues in a way that inspires confidence and action? How have you developed performance management or communication processes?

### 5. Professional Development

How have you developed yourself as a professional? How do you work with others (inside your organisation and outside) for mutual benefit and to drive the development of new approaches? What discussions have you contributed to? What resources have you accessed and how have these influenced your work? How do you develop an effective learning & development plan for you or your team(s)? Why does this matter to you as a professional?

The ability to demonstrate how others can learn from your work and how you are building your professional capability is an important factor in ensuring that judges and peer-assessors have understood your success and the reasons for it.

# The Finalists' Days

## June and July\*

The day is expected to run from 09:30 to 17:30 – with registration from 08:30.

Finalists only need to attend for the session on their category. However, you are welcome to be there for more of the day, listen to other categories where space permits and enjoy the other presentations and networking opportunities. Please let us know at registration if a session starting at 09:30 or ending at 17:30 is a problem for you from a travel point of view. The exact agenda will be published in late June, once the numbers in each category and sub-category are finalised.

All finalists will be asked to attend and be interviewed. This is an essential element of the judging, as well as a networking and benchmarking opportunity. An important part of the community calendar, it is only open to finalists and others involved in the awards process. It will include the opportunity to see presentations, take part in round-table discussions and enjoy networking in the main room, as well as the category-specific presentations by nominees in the judging rooms.

Each award category will have a session for all the finalists, with you, to ensure that you are supported in getting the message across. We are not looking for you to be ambushed with questions!

Registration, networking, expo, formal introduction and welcome			
2 hour session	90 minute session	60 minute	Late registration and networking; may include round tables, technology showcase, 1 to 1 meetings
	Comfort Break	Comfort Break	
Comfort Break	90 minute session	90 minute session	
90 minute session	90 minute session	90 minute session	
90 minute session	Networking Lunch	Networking Lunch	Networking Lunch
Networking Lunch	Networking Lunch	Networking Lunch	
90 minute session	60 minute	2 hour session	Late registration and networking; may include round tables, technology showcase, 1 to 1 meetings
90 minute session	Comfort Break	2 hour session	
Comfort Break	2 hour session	Comfort Break	
60 minute	2 hour session	90 minute session	
Formal close			
Judges Discussions			

# The Awards Gala

September



The high-status Gala Dinner is where we announce and celebrate the winners of the 2017 Quality & Customer Experience Awards. This is a fabulous black-tie event, which includes entertainment, live music and dancing into the early hours. It is a wonderful chance to meet insight professionals from other customer contact organisations and seriously motivate your teams or clients with a real celebration.

Each of the winners will have an inspiring story for us to learn from later in the year at the National Quality & Customer Experience Conference, but this is where we salute their achievement, celebrate their success and present the award winners with their trophies.

## 2017 Award winners:-

- AXA Direct & Partnership, Team of the Year Award
- RS Components, Team of the Year Award
- Student Loans, Project of the Year Award
- L&G, Continuous Improvement Award
- Kirsty Ringer, B&CE, Manager of the Year Award
- Clare Kettle, RS Components, Coach of the Year Award
- Tom Cleaver, Policy Expert, Rising Star Award
- Tim Battye, Student Loans Company, Hero Award

The following were highly commended by Judges

- Charles Brumfield, Leeds Building Society, Rising Star
- Jacqueline Spencer, Worldpay, Manager of the Year



\*All dates to be finalised