PRESENTATION OUTLINE

Customer Experience Initiative of the Year – Digital Transformation

The Customer Experience Initiative of the Year - Digital Transformation showcases digital programs focused on enhancing the customer experience. This includes showcasing a digital or technological implementation program, the introduction of a digital solution, or the enhancement of a digital service offering where there have been visible improvements to the customer experience.

2023 FEEDBACK

Successful organisations addressed the criteria provided, clearly and succinctly articulated their key messages, building a clear view for judges in relation to the initiative they were showcasing, the key drivers for the program, and the impact it has had/is having within their organisation.

Consistent feedback where nominees did not score highly included:

- Presentations lacked the necessary data to support their statements.
- Presentations did not address all elements within each of the requested inclusions or exceeded the maximum slide count.
- Unstructured presentations making it challenging to follow for those judging.
- Some presentations were unable to succinctly deliver the necessary information, there can be information in the presentation that is not read 'word for word' throughout the session.
- Use of acronyms and language / terms that needed further explanation. Note some nominations did the opposite, spending too much time explaining about their organisation rather than the contact centre operation.

TIPS FOR 2024

We want you to successfully showcase the exceptional programs you are running, the investment your organisation is making, and the difference this is making. The judges need to understand what drove you to focus on this area, what you have done, and the impact this is having within your centre/organisation. We know you are passionate and committed to making a difference for both your customers and your employees and we want you to showcase this.

Some tips to help you highlight the things that make you stand out:

- Stick to the limits provided when it comes to the slides in your submission (maximum of 12 slides).
- How you utilise those 12 slides is totally up to you – use your judgement to determine how much real estate is used for each of the requested inclusion elements.
- All elements need to be covered off however keep in mind this includes using slides as well as your oral presentation.
- Think about the layout of your presentation – don't fill each slide with small print that makes it hard for the judges to focus on what you are presenting.
- Avoid motherhood statements without supporting data/graphs/results etc. Making your presentation overly generalised stops our judges from seeing what makes your initiative uniquely successful.
- Practice – prepare for your presentation by running through it with peers. A good test is to go through it with someone from a different part of the business to gauge understanding and ensure the judges will understand without specific organisational knowledge.
- Use your allocated session time effectively – the judges won't manage time for you so make sure you are aware and managing this to cover off your whole presentation.

PRESENTATION INCLUSIONS

40 minutes allocated to present

The presentation should cover the following:

1. Organisation Overview

Provide details about the overall service you provide including:

- Organisational overview (industry, mission, vision, etc.)
- Contact Centre logistics (locations, general scale including volumes, channels, service window)
- The service you provide (customer profile, industry, general overview of types of interactions managed)
- Workforce (size, employment type such as casual/permanent/outsource, workforce profile such as part time etc.)

2. Program Overview

Provide details about the program/initiative you are showcasing including:

- Overview of the program/initiative
- What it is aiming to do for your organisation
- Why has it come about, (i.e. what problem was it trying to solve)
- Planned outcomes, objectives, results

Maximum 12 slides to cover inclusions 1-4

PRESENTATION INCLUSIONS

40 minutes allocated to present

The presentation should cover the following:

3. Detailed Action
- What have you done under the initiative/program
- Timeline of activity
- How have you managed the initiative from a change perspective with your employees
- Any resistance/challenges that occurred along the way and how you navigated/resolved these

4. Results
- Provide details of the results you have seen using data to support statements where appropriate
- What cultural changes has this driven within your contact centre
- Key learnings
- How will you build on this initiative to enrich future outcomes

Maximum 12 slides to cover inclusions 1-4

LOGISTICS

40-minutes is allocated for your presentation which will be made via Zoom.

At the end of the presentation the judges may ask questions of the presenter(s) for **up to 10 minutes** if they require any additional information.

Questions will not be provided ahead of the presentation, however, will be aligned to the requested inclusions within this document. Judges may ask about elements you have not covered or look for clarification/additional information on topics you discussed during your presentation.

Presentations will be **a booking of one hour** to allow for question time as well as any potential technical issues to be troubleshot.

All presentations will be recorded for inclusion in your organisations feedback report.

At the end of the presentation, judges will request each nominee to email their presentation to awards@auscontact.com.au within 24 hours.

They may also request you email a piece of evidence you referred to during the presentation such as reports/data/frameworks etc.

GOOD LUCK!

awards@auscontact.com.au