PRESENTATION OUTLINE

Contact Centre of the Year

This award recognises excellence across all areas of the contact centre. The winner of the Contact Centre of the Year can demonstrate a holistic approach to developing people, building organisational value, and delivering customer excellence. Showcasing an alignment to organisational goals and strategic outcomes, the Contact Centre of the Year Award is the ultimate recognition of organisational excellence.

2023 FEEDBACK

Successful organisations addressed the criteria provided, clearly and succinctly articulated their key messages, building a clear view for judges in relation to how their contact centre operates, the leadership ethos in place, and the impact this has on driving results.

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 your amazing contact centre! We know you work hard, have a focus on your customers and your people, however to be successful in this category you need to be able to articulate this for a panel of judges.

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 oral presentation.
- Think about the layout of your presentation – don't fill each slide with small print that makes it hard 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 centre 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

2024 AUSCONTACT EXCELLENCE AWARDS

The presentation should cover the following:

1. Centre Overview

Provide details about the overall service you provide including:

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

2. Centre Performance

Provide details about the performance of your contact centre including:

- Key centre metrics (details of the metrics your contact centre measures)
- Results against KPIs for the year
- An overview of how you manage performance results in the centre – what data do you use and how do you use it
- Example of any performance improvement strategies/plans implemented in last 12 months. Ensure to highlight; What you did, why and the impact (with data to support)

Maximum 12 slides to cover inclusions 1-6

PRESENTATION INCLUSIONS
40 minutes allocated to present

The presentation should cover the following:

3. People Programs
- An overview of your people programs which might include development programs, training, coaching, QA, support etc.
- Recruitment and onboarding (how do you attract, onboard and retain employees)
- People Data including attrition rates, UPL rates, and any other relevant people data you utilize
- An example of any implemented strategies/plans to address any challenge areas (absenteeism, attrition etc) with details including what you did, why you did it, and the impact this has had (with data to support this)
- Example of any improvement strategies/plans implemented in last 12 months to address any challenge areas (absenteeism, attrition etc.) Ensure to highlight: What you did, why and the impact (with data to support)

4. Customer Experience
- An overview of your customer experience goals (what customer experiences do you drive in the contact centre, how this is embedded in your processes and practices etc.)
- Details in relation to how you measure the customer experience (CSat, NPS, direct feedback, etc. including data results)
- An overview of how you drive improvements relating to the customer experience (manager expectations, coaching, staff sessions, monitoring, feedback, reporting etc.)
- Example of action you have taken to enhance the customer experience including what you did, why, and the impact (with data to support)

Maximum 12 slides to cover inclusions 1-6

PRESENTATION INCLUSIONS

40 minutes allocated to present

The presentation should cover the following:

5. Employee Engagement

- An overview of the culture in your contact centre
- How you measure engagement and culture within your centre, including any relevant metrics
- Overview of activities/initiatives you use within your centre to enhance employee engagement and build a positive performance culture
- Example of where you have put in place an initiative that has resulted in improved engagement
  - *We understand you will have multiple initiatives that you have in place, we would like you to provide details of just one specific program, providing any supporting data to demonstrate impact.*

6. Why you stand out

- What does your contact centre do well
- What value does your contact centre bring to your organisation
- How do the people in your contact centre feel valued
- What makes your contact centre stand out

Maximum 12 slides to cover inclusions 1-6

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 presentation 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