

**6<sup>th</sup> Annual ORCCA Awards  
Call for Nominations**

**-- The Contact Centre of the Year Award --  
Category: 50 Agents and Over**

*"The Ottawa Regional Contact Centre Association (ORCCA) is dedicated to the advancement of the Contact Centre profession and industry throughout Canada's National Capital Region."*

The 6th Annual Ottawa Regional Contact Centre Association Career Excellence Awards will be held on Wednesday June 3<sup>rd</sup>, 2009. The awards will recognize service excellence for those contact centres with 50 Agents and over serving internal and external customers in the Contact Centre Industry in the National Capital Region.

Best in class Contact Centres have qualities and characteristics that set them above the rest by not only providing service excellence for their customers, but also by providing the same level of care and excellence to their employees and their community. ORCCA would like to recognize this excellence with a **Contact Centre of the Year Award for Contact Centres with 50 Agents and OVER**. To be selected, the same quality and accuracy we strive for with our customers should be described in your submission.

To be considered for this prestigious award, the Centre will be required to qualify in the following four categories with the following weighting:

- |  |     |
|--|-----|
| 1. Operational Performance                       | 30% |
| 2. Employee Experience                           | 30% |
| 3. Customer Experience                           | 30% |
| 4. Current Community and Association Involvement | 10% |

- 1. Notification of intent to apply for this award must be received by Monday April 27<sup>th</sup>, 2009.**
- 2. Completed nomination form(s) (and accompanying photographs and a copy of the company logo) must be received by Friday, May 8<sup>th</sup>, 2009.** An ORCCA Awards Selection Committee will evaluate all nominations with **50 Agents and OVER** received by this date. Questions about the nominations can be directed to Don Cormier 613.834.4220 or email [don.cormier@atfocus.ca](mailto:don.cormier@atfocus.ca). A receipt will be provided for all submissions received.

Contact Centre nominees will be required to supply ORCCA with **six photos (jpg format)** depicting their organization at work in the Centre and in the community. These will be utilized to highlight each nominee during the Awards Gala. A **company logo (mpeg format)** will also be provided for the ORCCA Awards brochure.

Submissions will be a maximum of 5 pages in length on the writeable PDF application form provided and can be emailed to [don.cormier@atfocus.ca](mailto:don.cormier@atfocus.ca). **One nomination per organization.**

**Fee:** The fee for submitting this nomination will be \$100.00 for ORCCA Members and \$200.00 for non-member applicants.

This prestigious award will be presented at the ORCCA Career Excellence Awards Gala on Wednesday June 3<sup>rd</sup>, 2009. Your presence will be requested at the CLEO Banquet Hall, 156 Cleopatra Dr (off Hunt Club- west of Merivale Road). The reception will commence at 5:00 p.m., followed by dinner served at 6:30p.m.

## CONTACT CENTRE OF THE YEAR 50 AGENTS and OVER

### NOMINATION FORM

Name of Contact Centre: \_\_\_\_\_

Contact Centre Address: \_\_\_\_\_

Legal Company Name: \_\_\_\_\_

Size of Contact Centre:  
(50 Agents and over) \_\_\_\_\_

Nominated By: \_\_\_\_\_

E – Mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Note:

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Judging of the nominations will be conducted in Mid May 2008 by the ORCCA Awards Selection Committee.

Questions about the Awards component of the ORCCA Career Excellence Gala can be directed to [don.cormier@atfocus.ca](mailto:don.cormier@atfocus.ca)

**A.** The **Operational Performance** component recognizes a Contact Centre for demonstrating effective strategies and processes to achieve Organizational Vision

Access	<ul style="list-style-type: none"><li>➤ How does your Centre evaluate the level of efficiency necessary to respond to customer inquiries (e.g. service level performance, average speed of answer, average handles time, etc.)</li><li>➤ What strategies and goals were set and implemented this past year to positively impact efficiency and customer access? If there were improvements, please explain what unique approaches were used.</li></ul>
First Call Resolution	<ul style="list-style-type: none"><li>➤ Resolution rates are a key performance indicator for most Contact Centres, how does your Centre perform in this focus area?</li><li>➤ How do resolution rates “one and done” compare to previous years performance and/or the performance of other Contact Centres within your organization?</li></ul>
Overall Centre Performance	<ul style="list-style-type: none"><li>➤ Based on the elements used to measure customer satisfaction, please provide us with a general overview of your results and/or improvement results for this past year</li></ul>

**B. The Employee Experience** component recognizes a Contact Centre for cultivating a positive and rewarding environment that employees find supportive and pleasant. In summary, the elements measured are based on employee feedback regarding job satisfaction and career fulfillment.

Employee Relations	<ul style="list-style-type: none"> <li>➤ Accountability</li> <li>➤ Customer Service Focus</li> <li>➤ Development</li> <li>➤ Communication</li> <li>➤ Workplace Environment</li> <li>➤ Employee Satisfaction</li> </ul>
Job Opportunity Program	<ul style="list-style-type: none"> <li>➤ Do you have a job opportunity program?</li> <li>➤ Did your employee participation rate increase in the last year?</li> <li>➤ Overall, was there an increase in job opportunities this past year?</li> <li>➤ How do you promote job opportunity within your Centre?</li> </ul>
Recognition Program	<ul style="list-style-type: none"> <li>➤ Provide us with an outline of your recognition program?</li> <li>➤ How many people were recognized this year and how often are they recognized?</li> </ul>
Attendance	<ul style="list-style-type: none"> <li>➤ “Being there to serve” the customer is critical in the Contact Centre. How well does your Contact Centre perform in this area? (Absence &amp; Late)</li> </ul>
Turnover Analysis	<ul style="list-style-type: none"> <li>➤ What was your external and internal turnover this past year (cumulative)?</li> <li>➤ Do you have any strategies that you feel positively impact your Centre turnover?</li> </ul>
Safety	<ul style="list-style-type: none"> <li>➤ What activities/initiatives do you implement to reduce and prevent workplace injuries?</li> <li>➤ If there was a reduction in your workplace injuries, what were your percent improvement results?</li> </ul>
Ergonomics	<ul style="list-style-type: none"> <li>➤ Please describe the typical job set-up for your Centre</li> </ul>

**C. The Customer Experience** component recognizes a Contact Centre for cultivating positive and rewarding experiences with their external customers while achieving the business targets and goals set out by the organization.

Customer Experience	<ul style="list-style-type: none"> <li>➤ What process' are in place to communicate customer feedback, including customer concerns/complaints and customer compliments? (i.e. % complaints)</li> <li>➤ How does your Centre evaluate customer satisfaction? Describe the effective strategies and processes that create a unique customer service experience (external customers only)</li> <li>➤ What improvements have been made to increase customer satisfaction? Please provide us with both the activities/initiatives used and the historical data to support those improvements</li> </ul>
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**D. Current Community and Association Involvement** component recognizes outstanding voluntary contributions made by a Centre to the Contact Centre Industry and to the citizens of their North-Eastern Ontario community from April 2007 to April 2008. The nominee is selected for demonstrating outstanding spirit and enriching both their workplace and their community.

Criteria	Description
Mission/Objectives	<ul style="list-style-type: none"> <li>➤ Describe how your Centre serves the community</li> <li>➤ Please discuss specifically the impact of your Centre's service in the community</li> <li>➤ If your Centre contributes to a particular organization(s), please indicate why and the need for your services in the community</li> <li>➤ Describe how your Centre contributes to the environmental programs, such as the recycling, reduce, and reuse program</li> </ul>
Association/ Industry Involvement	<ul style="list-style-type: none"> <li>➤ Tell us how the selected individual has participated in Contact Centre Industry and ORCCA activities this past year. Those activities may include board meetings, Association events, committee involvement, Industry sessions, etc. Please provide details and indicate how these initiatives positively impacted the Industry/Association</li> </ul>