

# Application Form - Best Customer Experience Program

## 2013 ICMI Best Customer Experience Program Team Award

The application deadline (for all materials submissions and payment) for the 2013 ICMI Global Call Center Awards is at 11:59pm Eastern Time on Friday, February 15, 2013. Applicants are required to:

- 1) Complete application form
- 2) Pay \$125 entry fee
- 3) Submit a 5 minute (or 5 slide) presentation

Award Finalists will be notified of their status by Monday, March 8th, 2013, and will participate in an online 20-minute presentation and virtual Q&A session with the judges showcasing their Strategic Value on the organization. Finalists are encouraged to join us Tuesday, May 14th, 2013 for the Award Dinner announcing the winners. As a reminder, the ultimate decision is determined from the information discussed in the interview, as well as that submitted previously during the application process.

Please also consider nominating your contact center for one of our other Team Awards! We recognize those centers with the Best Quality Assurance Program, the Best Use of Technology, and those that provide the Best Strategic Value to the Organization, and overall Call Center of the Year. Finally, you can also nominate an outstanding team member for one of our Professional Awards, which are open to Best Agent, Supervisor, Manager, or Business Leader.

ICMI will keep the contents of the application confidential, and will not disclose information contained in the application absent consent from the applicant. However, ICMI shall have no obligation to preserve the confidentiality of any information which (i) was previously known to ICMI free of any obligation to keep it confidential, (ii) Is or becomes publicly available by other than unauthorized disclosure by ICMI; (iii) Is independently developed by ICMI without reference to the application information; or (iv) Is received from a third party whose disclosure to ICMI would not violate any confidentiality obligation.

# Application Form - Best Customer Experience Program

## Applicant Release

For good and valuable consideration, the receipt of which is hereby acknowledged, ("Company") hereby grants to United Business Media LLC, and its respective subsidiaries, nominees, affiliates, successors, assigns and those acting under their permission, the absolute right and permission to use, publish, distribute, print and/or broadcast, worldwide, in perpetuity, in all media now existing or hereafter devised, Company's name, trademark(s), artwork, insignia, indicia, and/or logo(s) (collectively the "Released Materials") in whole or in part together with or without written or spoken copy, in connection with United Business Media LLC's Global Call Center Awards.

Company warrants and represents that it is the owner of the Released Materials, and that it has the full right and authority to enter into this release ("Release"), grant the rights set forth herein, and that this Release does not violate any law, agreement with third parties, or infringe upon the rights of any third parties, including but not limited to trademark and copyright. The undersigned warrants and represents that he/she is fully empowered to bind the Company and to execute this Release.

Company hereby agrees to release and discharge United Business Media LLC, and their respective nominees, affiliates, successors and assigns, subsidiaries, parents, officers, directors, employees, and agents (collectively the "Released Parties") from any claims, demands and liabilities of any kind or nature whatsoever arising out of the use of the Released Materials. Further, Company hereby agrees to indemnify, defend and hold harmless the Released Parties from and against any and all liabilities, claims, causes of action, demands, and/or costs or expenses (including reasonable attorneys' fees and court costs) caused by, or arising out of the use of the Released Materials or the breach or alleged breach of any of Company's obligations hereunder.

This Release is governed by the laws of the State of New York without regard to any conflict of law provisions. The parties expressly agree that the courts of the State of New York have personal jurisdiction over them for purposes of any disputes which may arise from or relating to this Release. This Release contains the entire understanding between the parties regarding the subject matter hereof and supersedes all prior understandings between the parties, whether written or verbal.

This Release shall be binding upon the successors and assigns of Company. No waiver, modification or additions to this Release shall be valid unless in writing and signed by the parties hereto.

### **I have read and agree/accept these terms.**

Yes

# Application Form - Best Customer Experience Program

## Eligibility and Requirements

Please carefully read the eligibility explanation and requirements, and indicate your understanding and agreement. In order to be considered for the award, you must be both eligible and willing to meet all of the requirements set forth on this page.

### **Eligibility Requirements:**

**To be eligible for consideration for this award, contact centers must:**

- 1) Complete application form;**
- 2) Pay \$125 application fee;**
- 3) Submit a 5-slide presentation**

**Are you eligible to apply for the 2013 ICMI Best Customer Experience Program Team Award?**

- Yes
- No

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## Finalist

### Requirements of Finalists:

**Finalists will be notified of their status by Friday, April 15, 2013. Each finalist will participate in a virtual Q&A session with the judges and be asked to give an online 20-minute presentation (format of your choice) highlighting their Customer Experience Program. Finalists are encouraged to send at least one representative to attend ACCE 2013 in Seattle, WA -- ICMI's annual call center conference and exhibition. The winners will be announced at the award dinner on May 14, 2013!**

**NOTE: ICMI will provide one (1) complimentary ACCE main event conference pass for each finalist organization. Finalists must agree to allow ICMI to use their organization's name, as well as photographs and video, to publicize the award.**

**Do you understand and agree to comply with the requirements of Finalists?**

Yes

No

# Application Form - Best Customer Experience Program

## Contact Information

### Applicant Information

Organization's Name

### Main point of contact for the application process:

Name:

Title:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

# Application Form - Best Customer Experience Program

## Industry

- Advertising
- Aerospace
- Agriculture/Natural Resources
- Automotive
- Chemical/Biotechnical
- Computers – Hardware Computers – Software Communications
- Construction
- Consulting
- Consumer Products
- Distribution
- Education
- Entertainment
- Financial Services – Banking
- Financial Services – Insurance
- Financial Services – Securities
- Government – Federal
- Government – Other
- Government – State
- Healthcare
- Hospitality – Restaurants, Hotels, etc.
- Insurance
- Legal
- Manufacturing (non-computer)
- New Media/Publishing/Association
- Nonprofit
- Outsourced Services Provider
- Pharmaceutical
- Retail
- Software
- Telecom
- Travel / Tourism
- Transportation

# Application Form - Best Customer Experience Program

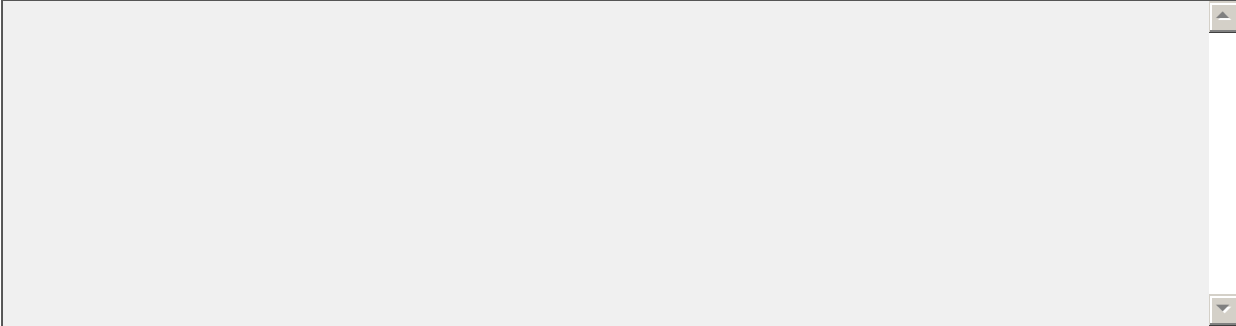
Utilities/Energy

Other (please specify)

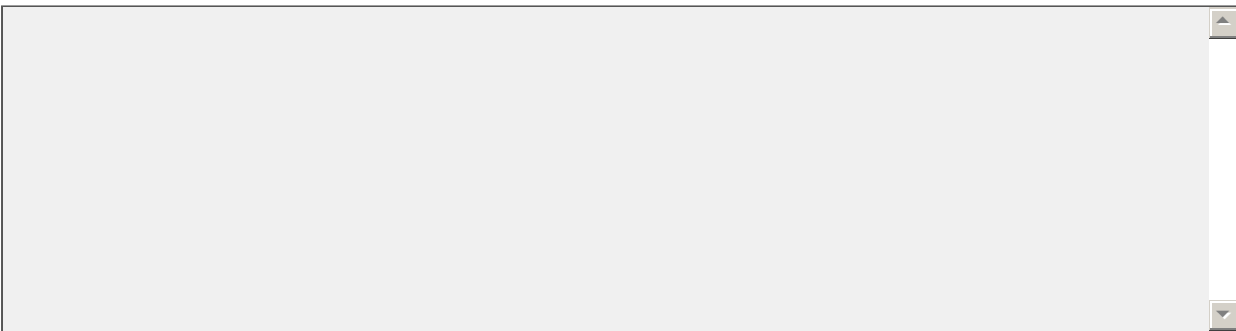
# Application Form - Best Customer Experience Program

## Customer Experience Program Overview

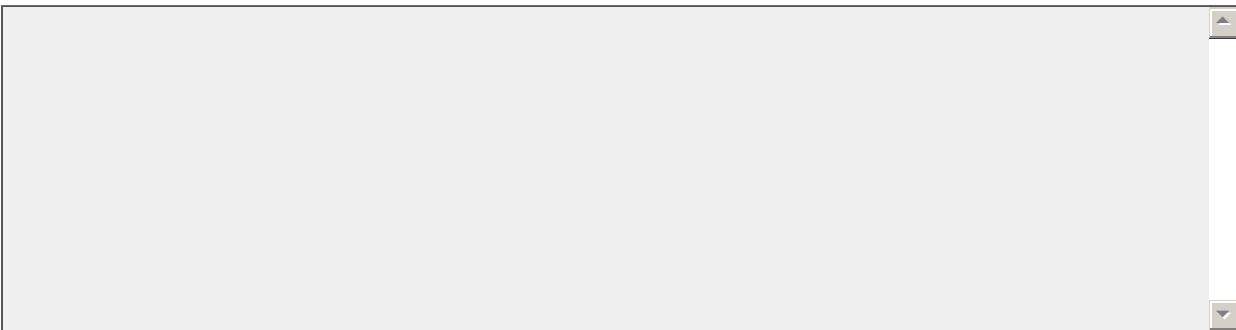
**Briefly describe your contact center's philosophy around Customer Experience. (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for describing the contact center's philosophy.

**Please outline the fundamental methodology of the Customer Experience program. Explain the process, the measurement, the scoring and the reporting. Include all metrics that are a component of the program (CSAT, NPS, FCR, etc)**

A large, empty text input area with a vertical scrollbar on the right side, intended for outlining the methodology of the Customer Experience program.

**How has your Customer Experience program been created or modified to meet the unique needs of your business, customer or contact center? How have you taken a contact center basic requirement like CSAT, and transformed it? (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for describing how the program has been created or modified to meet unique needs.

## Application Form - Best Customer Experience Program

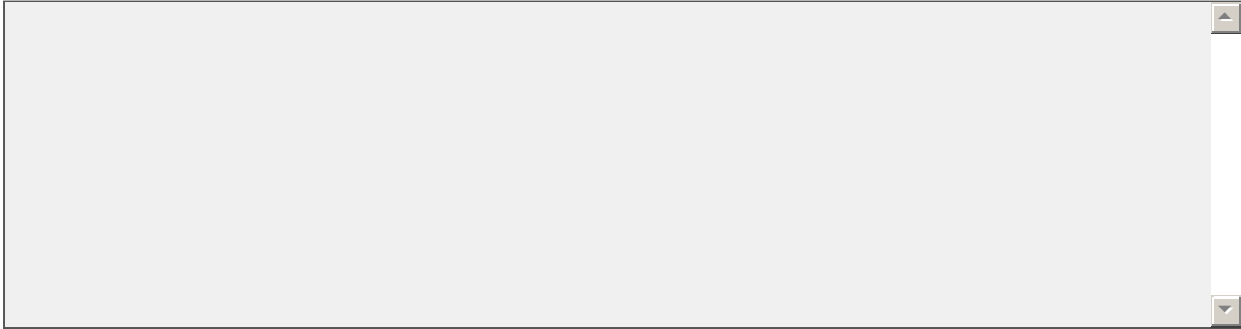
**How is the measurement of CSAT or the customer experience reported on and communicated to the rest of the organization? To the contact center? To the customers? (max 1,000 words)**

**Is there anything "outside the norm" with your Customer Experience program? For example, have you foregone surveys? Do you have a unique scoring mechanism? Tell us your creative ideas! (max 1,000 words)**

**Do you utilize any other internal business partners such as Marketing, Sales and Technology to bolster the success of your Customer Experience program? If so, how? (max 1,000 words)**

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**Do you utilize any technology to enhance the program for agents and customers? How was this specific technology chosen? (max 1,000 words)**



# Application Form - Best Customer Experience Program

## Vision, Mission and Values

**Please provide your company's vision, mission and corporate values. (max 1,000 words)**

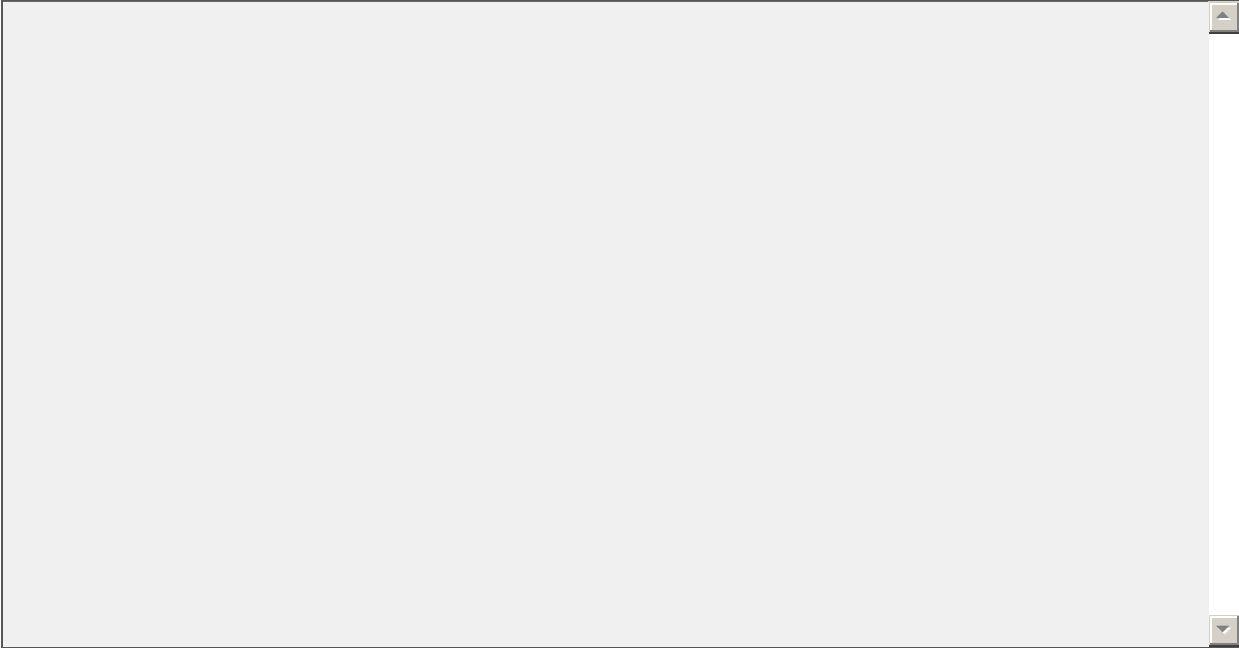
**Does the contact center have their own unique vision, mission or values? If so, please provide them here. (max 1,000 words)**

**How does your Customer Experience program reflect the corporate vision, mission or values? (max 1,000 words)**

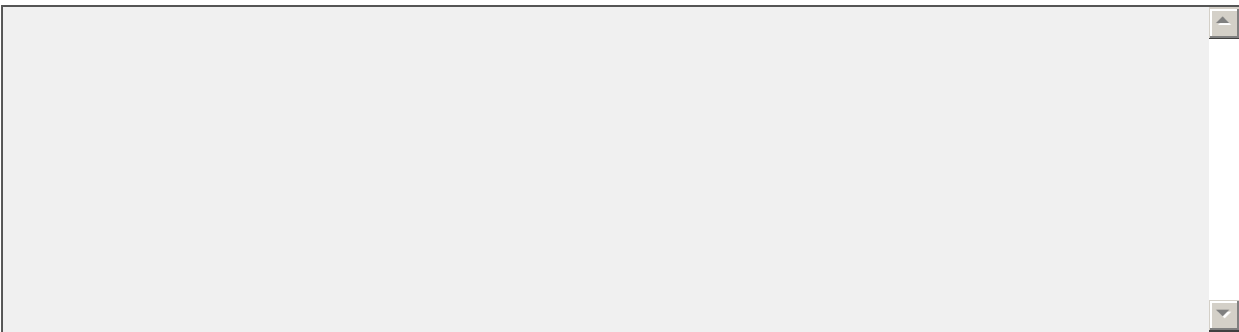
# Application Form - Best Customer Experience Program

## The Customer Experience Program and the Company

**Please provide examples of the demonstrable impact the Customer Experience program has had on the company. For example: business intelligence, customer retention/churn, culture, career development, increased revenue, competitive differentiation, or customer loyalty. (max 1,000 words)**

A large, empty rectangular text box with a light gray background and a thin black border. It is intended for the applicant to provide examples of the demonstrable impact of the Customer Experience program on the company. The box is currently blank.

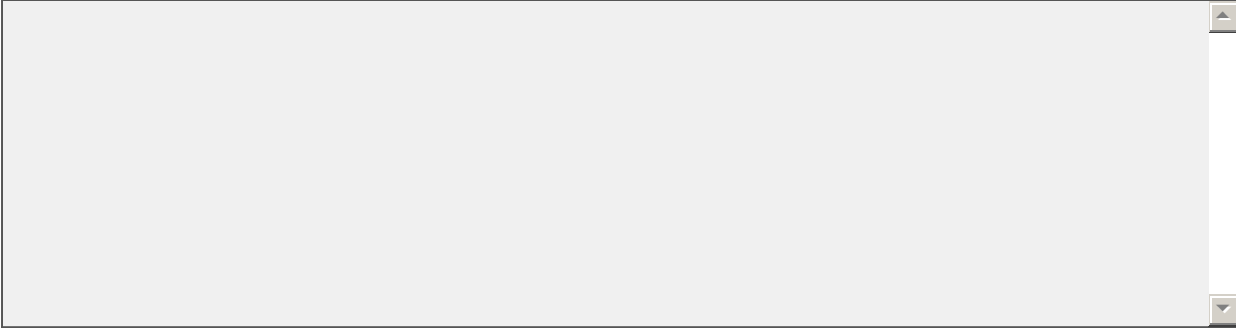
**Are you able to provide before-and-after evidence of the impact of the Customer Experience program on the overall organization? If so, please briefly describe. (max 1,000 words)**

A large, empty rectangular text box with a light gray background and a thin black border. It is intended for the applicant to provide before-and-after evidence of the impact of the Customer Experience program on the overall organization. The box is currently blank.

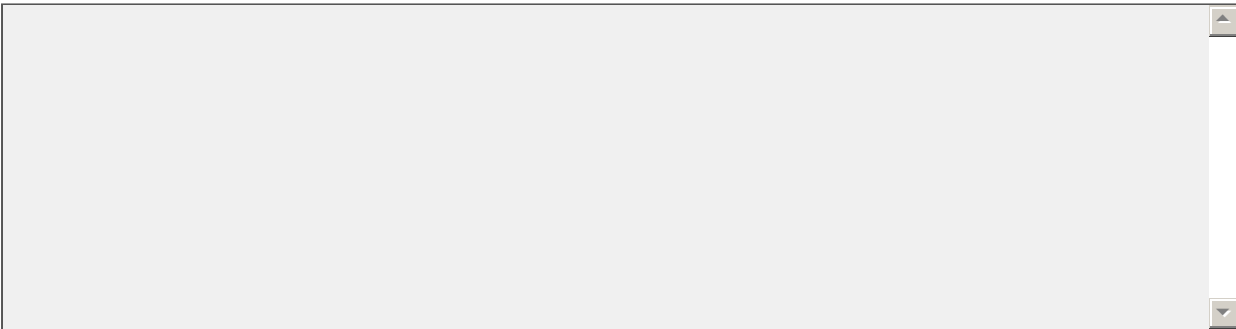
# Application Form - Best Customer Experience Program

## The Customer Experience Program and the Customer

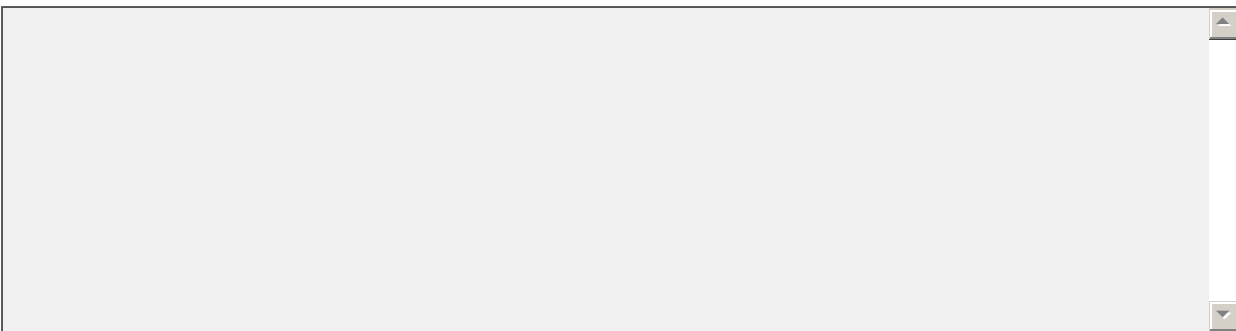
**Do you consider your Customer Experience program to be "The Voice of the Customer" (VOC)? Please explain. (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the user to provide an explanation for the first question.

**Are you able to provide before-and-after evidence of the impact of the contact center's Customer Experience program on the customer experience? If so, please briefly describe. (max 1,000 words)**

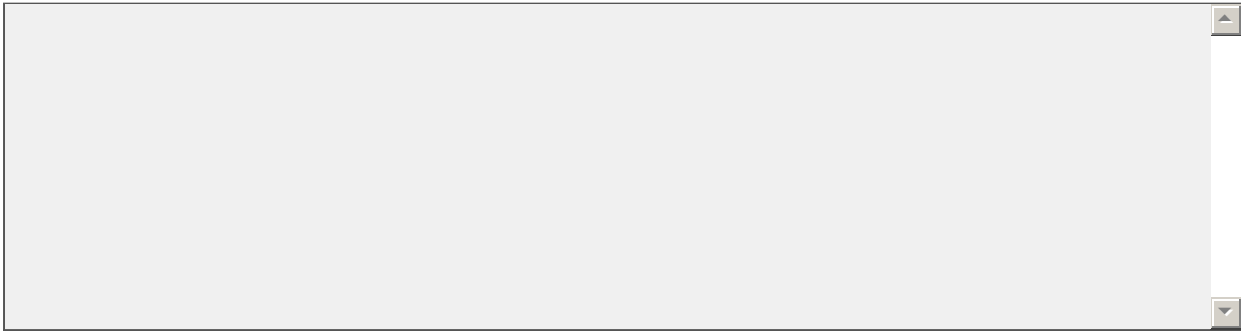
A large, empty text input area with a vertical scrollbar on the right side, intended for the user to provide evidence and a brief description for the second question.

**How do you use the Customer Experience program to create a personal relationship with your customers? (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the user to describe how they use the program for the third question.

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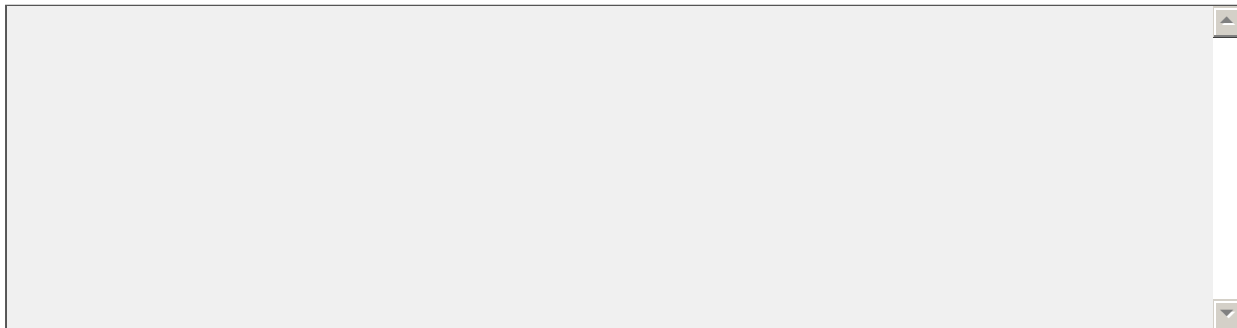
**How do you specifically handle DISSATISFIED customers? How do you communicate with them? Do you make an attempt to convert individual DSAT customers into satisfied ones? How is DSAT reported on? (max 1,000 words)**



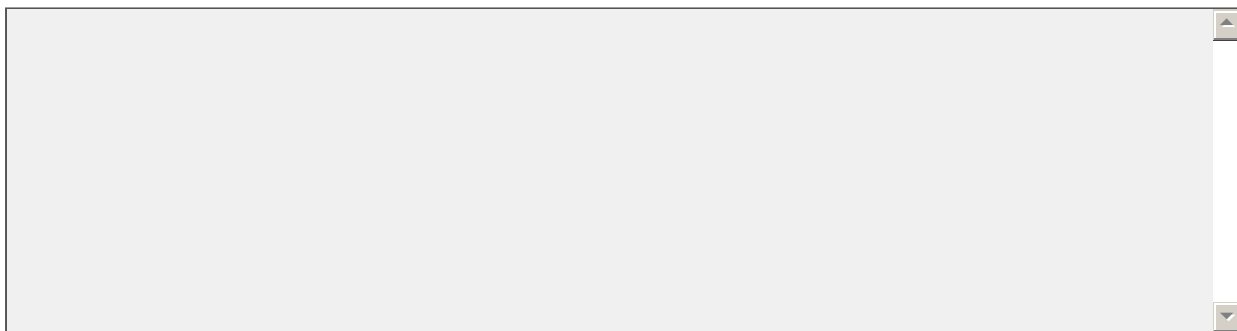
# Application Form - Best Customer Experience Program

## The Customer Experience Program and the Agent

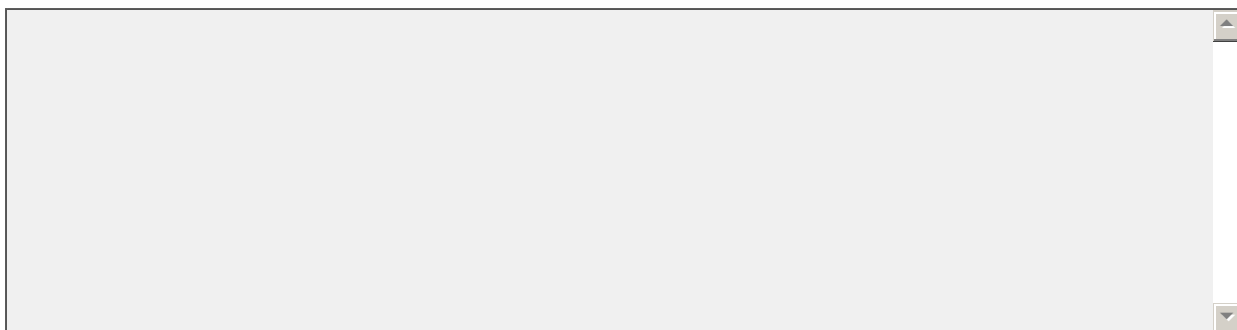
**Describe the Customer Experience program tie-in to agent incentive programs. How have they contributed to the desired behavioral and performance outcome? (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the applicant to describe the tie-in between the Customer Experience program and agent incentive programs.

**Did you experience any agent behavior consequences when you initially rolled out the Customer Experience program. If so, please explain, and briefly describe how you overcame them. (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the applicant to describe any agent behavior consequences and how they were overcome.

**How do you measure and determine success of the Customer Experience program, as it pertains specifically to the agent? Please explain. (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the applicant to explain how they measure and determine success of the program for agents.

## Application Form - Best Customer Experience Program

**Please briefly describe the integration of the Customer Experience program with the contact center's Quality Assurance program. (max 1,000 words)**

**Please briefly describe the integration of the Customer Experience program with the contact center's coaching, agent training and ongoing development. (max 1,000 words)**

**How do you use the data from the Customer Experience program in your agent performance management? How do agents feel about the usage? (max 1,000 words)**

**Are you able to provide tangible before-and-after evidence of the impact of the contact center's Customer Experience program on employee engagement and morale? Please describe. (max 1,000 words)**

## Application Form - Best Customer Experience Program

**Is there anything else you would like us to know about your Customer Experience program? (max 1,000 words)**



# Application Form - Best Customer Experience Program

## Presentation - Your Customer Experience Program

Here's your chance to be creative! In addition to the application, candidates are asked to submit a 5-slide presentation using one of the core contact center concepts as guidance. The PowerPoint presentation should highlight your Customer Experience program and showcase how it positively influenced or has dramatically impacted one of the core concepts.

If selected as a Finalist, candidates will be asked to expand on this Customer Experience program and give a 20-minute presentation in conjunction with a virtual Q&A with the judges. This will occur in April 2013.

**Your presentation should demonstrate an innovative aspect of your strategic initiative and describe how it positively influenced or has dramatically impacted one of the below. Which core contact center concept will you be highlighting?**

- Call Center Value
- Culture and Morale
- Metrics and Performance Measurement
- Agent Hiring or Training
- Agent Retention and Engagement
- Quality Monitoring and Coaching
- Workforce Management
- Technology
- Multichannel Management
- Organizational Structure

# Application Form - Best Customer Experience Program

## Thank you!

Thank you for submitting your application for the 2013 ICMI Best Customer Experience Program Team Award.

Please also make sure to pay the \$125 entry fee and submit a 5-slide PowerPoint presentation into the Upload Materials section of the award site.

If selected as a Finalist, candidates will be asked to expand on this Customer Experience program and give a 20-minute presentation in conjunction with a virtual Q&A with the judges. This will occur in April 2013.

Finalists are encouraged to join us Tuesday, May 14th, 2013 for the Award Dinner announcing the winners. As a reminder, the ultimate decision is determined from the information discussed in the Q&A, as well as that submitted previously during the application process.

If you have any questions or concerns regarding this form or the nomination process, please email [awards@icmi.com](mailto:awards@icmi.com).

We truly appreciate your efforts in providing us with so much data and information. Best of luck!