

Application Form - Best Quality Assurance Program

2013 ICMI Best Quality Assurance 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 Customer Experience 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.

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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

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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 Quality Assurance 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 QA initiative. 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

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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:

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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

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Utilities/Energy

Other (please specify)

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Quality Assurance Overview

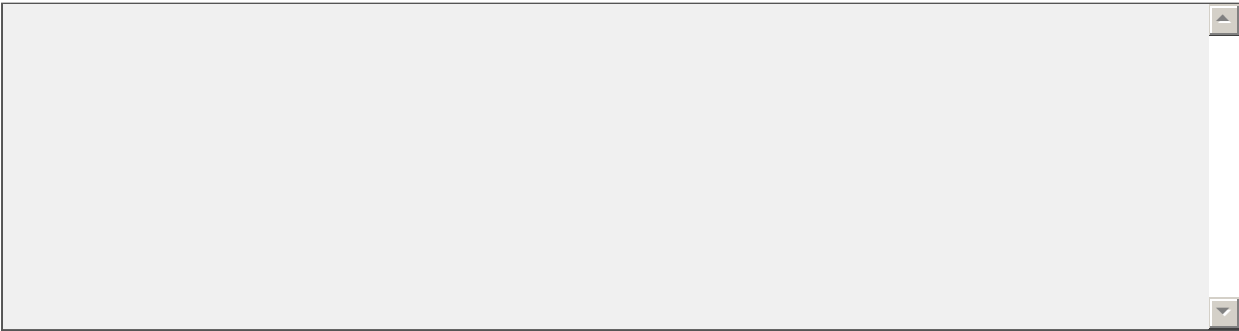
Briefly describe your contact center's philosophy around Quality Assurance. (max 1,000 words)

Please outline the fundamental methodology in which Quality Assurance is utilized within your contact center. Explain the process, the scoring, the calibrations, the reporting, and the communication.


Is there anything "outside the norm" with your QA program? For example, have you foregone scoring? Do agents peer-QA? Tell us your creative tactics! (max 1,000 words)

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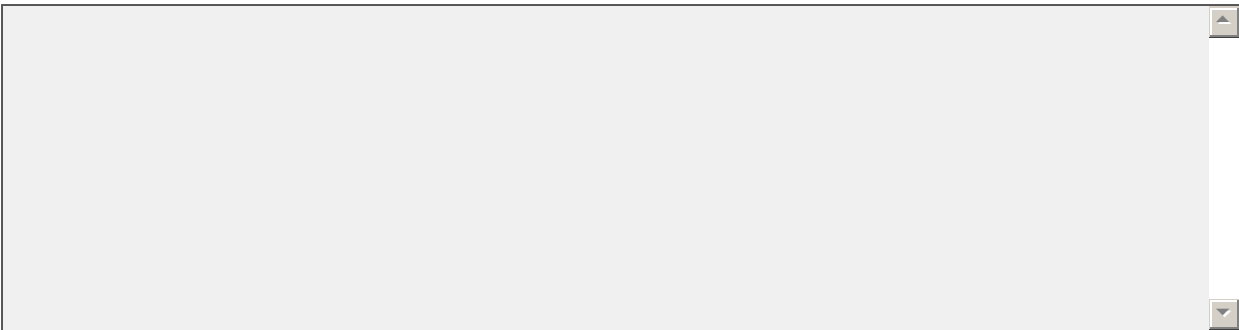
How has your Quality Assurance program been created or modified to meet the unique needs of your business, customers or contact center? How have you taken a contact center basic requirement like QA, and transformed it? (max 1,000 words)

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How flexible is your QA program based on business changes? Can you quickly make adjustments based on volume fluctuations, seasonality, headcount, and new products? Please explain. (max 1,000 words)

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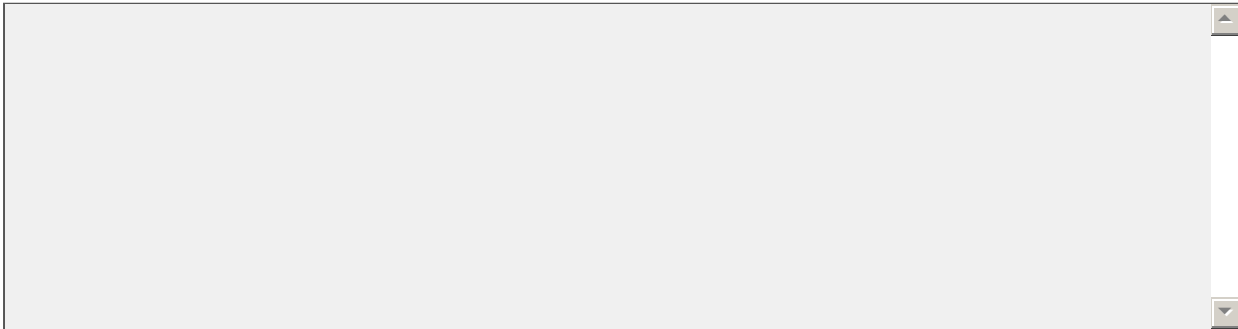
Have you begun quality monitoring for any emerging channels like social and mobile? Of so, please briefly explain how QA is different for those channels than the traditional ones like phone, chat and email. (max 1,000 words)

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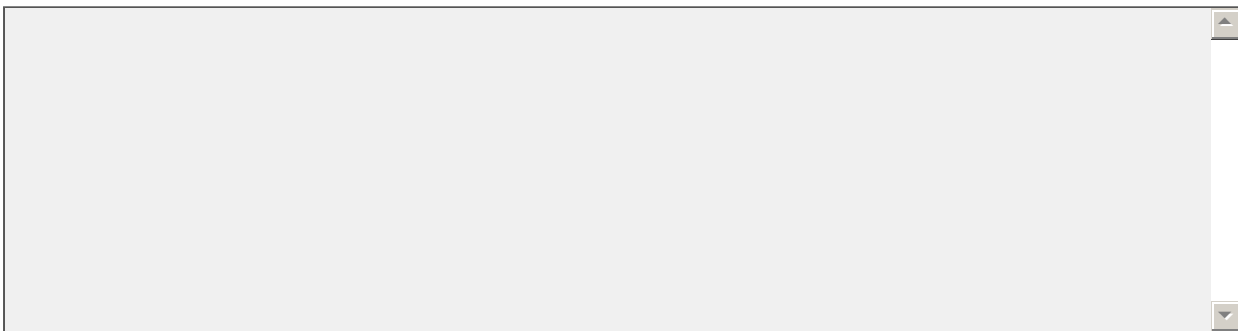
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Quality Assurance and the Agent

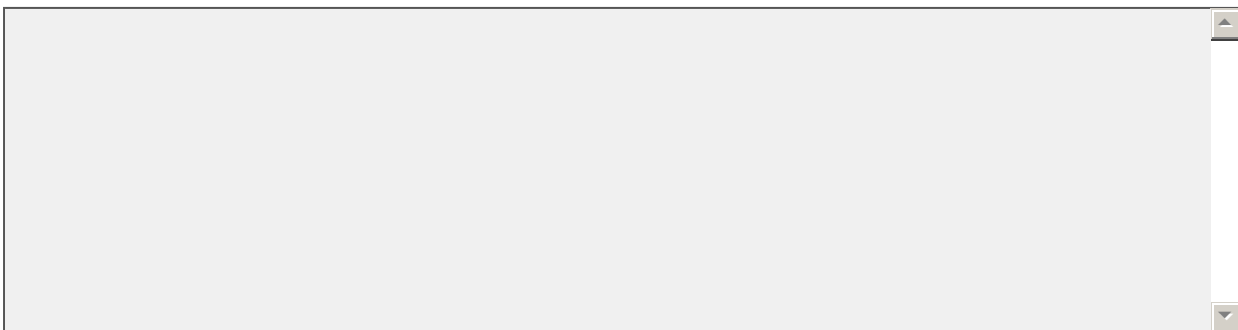
Please provide examples of the demonstrable impact QA (scores, shadowing, coaching, reporting) has on employee behavior and performance management. (max 1,000 words)

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How do you accept and incorporate agent feedback or dissension? (max 1,000 words)

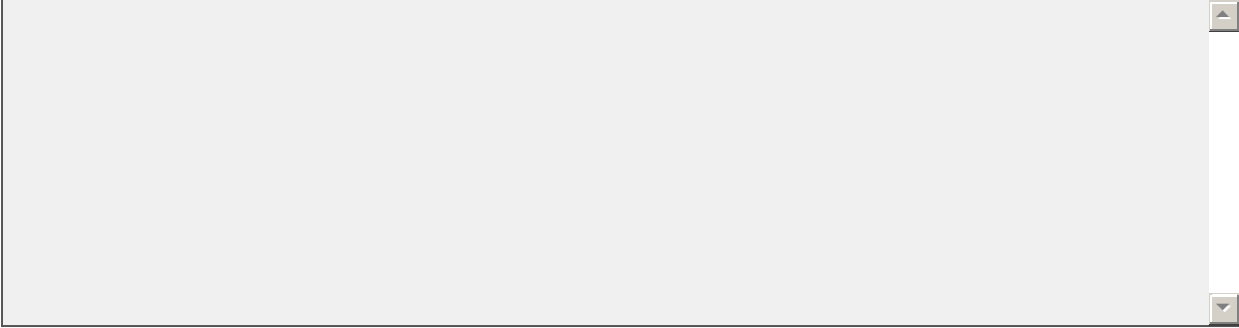
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Is your QA program tied-into agent incentive programs? If so, how do you measure the desired outcome and the success? (max 1,000 words)

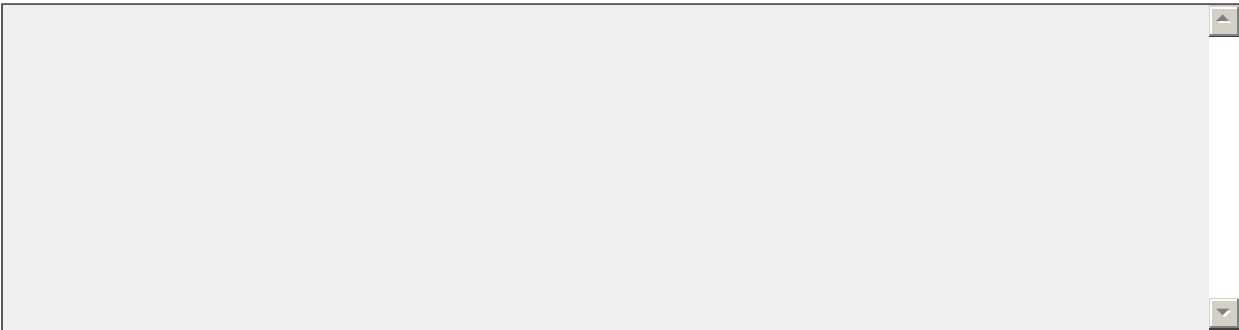
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Please briefly explain how QA is used as an instrument for coaching, agent training, and ongoing development. (max 1,000 words)

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How would you say agents view the QA program? Do they see its value? What are their concerns and how are they addressed? (max 1,000 words)

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Quality Assurance and the Customer

Please briefly explain how QA is integrated into the contact center's CSAT initiatives. How do you ensure the two programs are calibrated? (max 1,000 words)

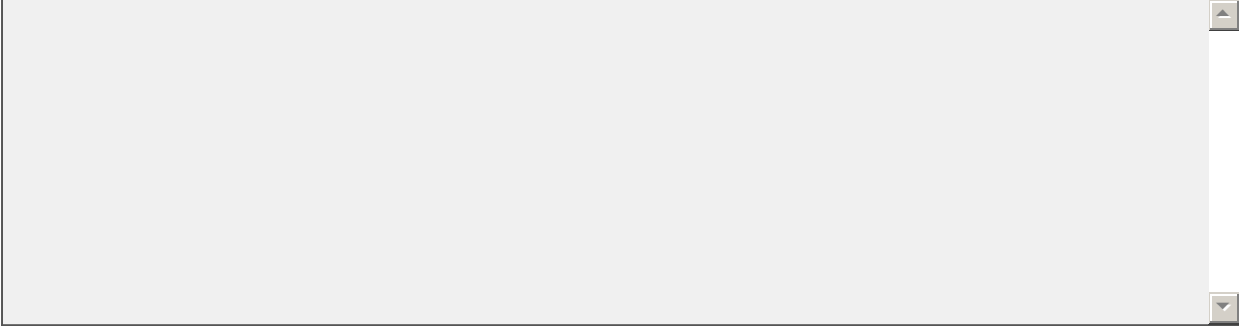
What are the mechanisms in which contact center leaders leverage QA to improve customer satisfaction and loyalty? (max 1,000 words)

Has the QA program ever been changed or adjusted based on customer feedback? If so, please explain. (max 1,000 words)

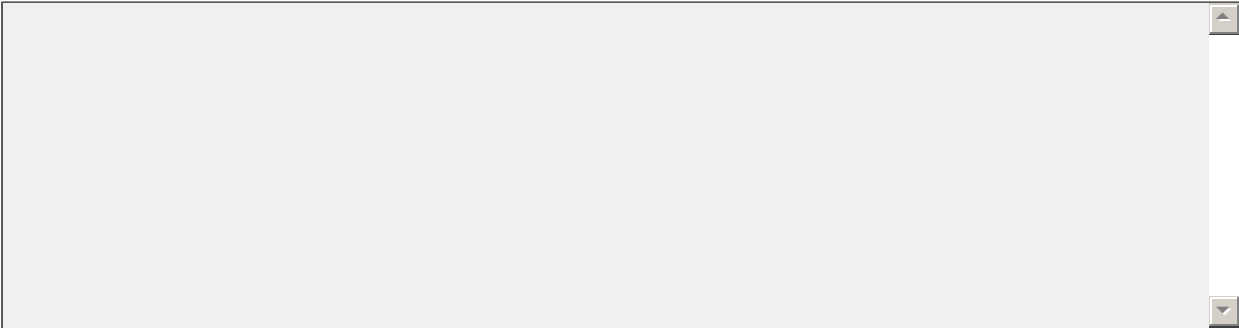
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Quality Assurance Impact

Would you say that your QA program has positively impacted the company as a whole? If so, how can you measure that impact? (max 1,000 words)

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Is there anything else you would like us to know about your QA program? If so, please describe it here. (max 1,000 words)

A large, empty text input area with a vertical scrollbar on the right side, intended for the user to provide additional information about their QA program.

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Presentation - Your Impact on the Contact Center

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 an innovative aspect of the QA program that you described in the application 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 QA initiative 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 Technology choice and describe how it positively influenced or has dramatically impacted one of the below. Which core contact center concept will you be highlighting?

- Contact Center Value
- Culture and Morale
- Metrics and Performance Measurement
- Agent Hiring or Training
- Agent Retention and Engagement
- Customer Satisfaction Measurement and Management
- Workforce Management
- Technology
- Multichannel Management
- Organizational Structure

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Thank you!

Thank you for submitting your application for the 2013 ICMI Best Quality Assurance 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 QA 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.

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