

# Application Form - Best Strategic Value to the Organization

## 2013 ICMI Best Strategic Value to the Organization 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 the Best Customer Experience Program, 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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## 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;**
- 2) Pay \$125 application fee;**
- 3) Submit executive or board member statement**
- 4) Submit a 5-slide presentation**

**Are you eligible to apply for the 2013 ICMI Best Strategic Value to the Organization Team Award?**

- Yes
- No

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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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## 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 Strategic Value 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

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## Your Strategic Value

**What do you think is the contact center's greatest strategic value to your overall organization? (max 1,000 words)**

**What specific initiative(s) have you employed in order to demonstrate that strategic value? Please be explicit. (max 1,000 words)**

**Briefly describe how the contact center determined the NEED for the initiative(s). What specific issue were you attempting to solve, or advantage you wanted to gain? (max 1,000 words)**

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**Briefly describe the process in which the contact center convinced internal stakeholders of the need for the initiative(s). Describe how you determined ROI, and received executive buy-in and funding. (max 1,000 words)**

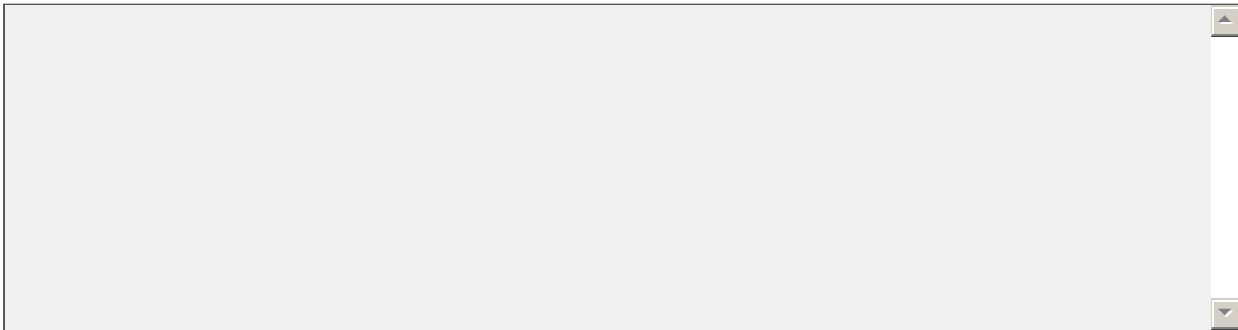
**What internal and external resources did you need in order to properly implement the strategic initiative(s)? (max 1,000 words)**

**Were there any major challenges to implementing the strategic initiative(s)? If so, how did the contact center overcome them? (max 1,000 words)**

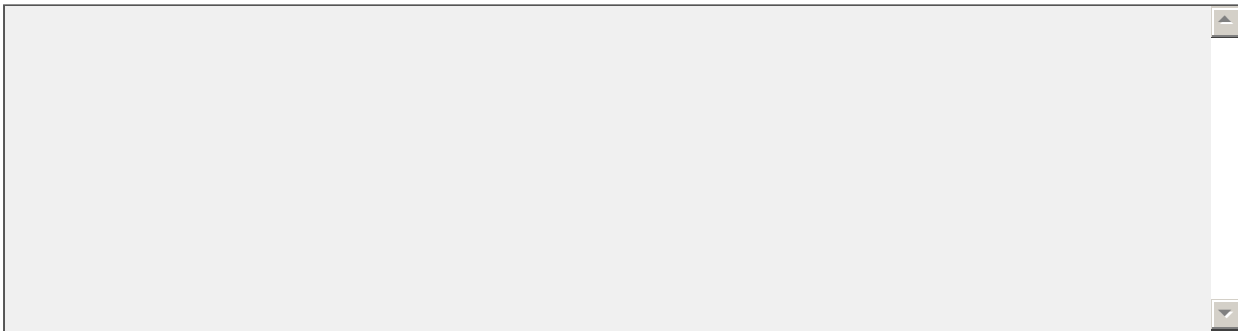
**What is the methodology in which the strategic value and it's initiative(s) is measured for success? Has that evolved or changed from implementation to today? (max 1,000 words)**

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**How is the measurement of the strategic value and initiative(s) reported on and communicated to the rest of the organization? To the contact center? Is it relevant to communicate to your customers? (max 1,000 words)**



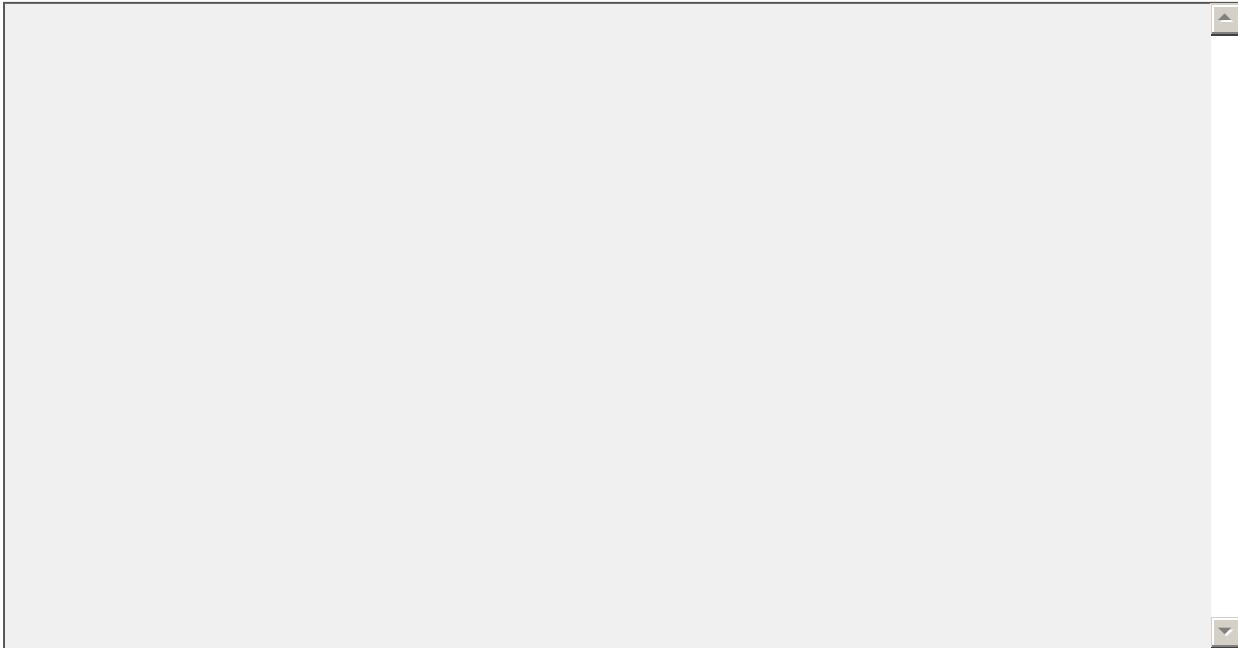
**Would the executive leaders of other departments agree with your choice of the contact center's greatest strategic value? If not, what do they think is your highest value? (max 1,000 words)**



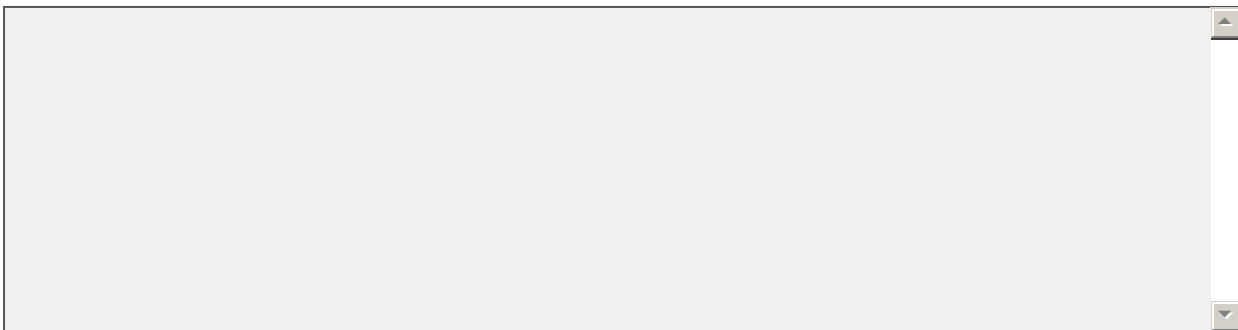
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## The Impact of the Strategic Value

**Please provide examples of the demonstrable impact the strategic initiative(s) has/have 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 user to provide examples of the demonstrable impact of the strategic initiative(s) on the company. The box is currently empty.

**Are you able to provide before-and-after evidence of the impact of the contact center on the organization, as it pertains to the strategic initiative(s)? (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 user to provide before-and-after evidence of the impact of the contact center on the organization. The box is currently empty.

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**Has the strategic value and its initiative(s) impacted the culture of the contact center?**

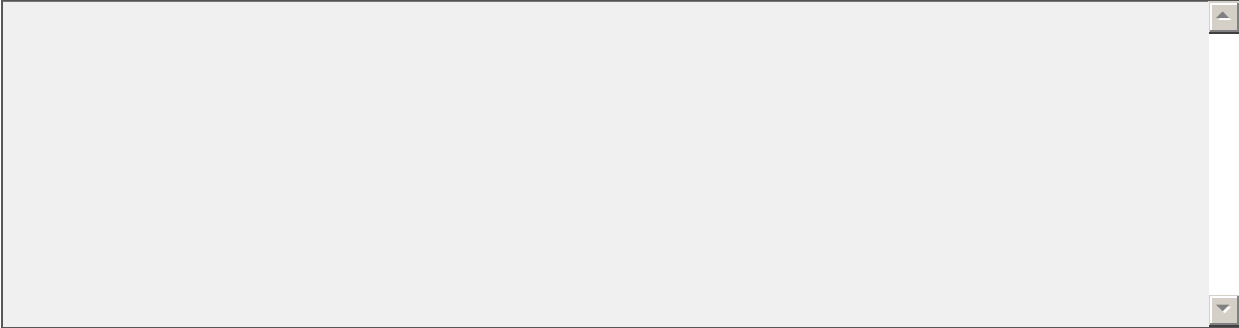
**Please explain. (max 1,000 words)**



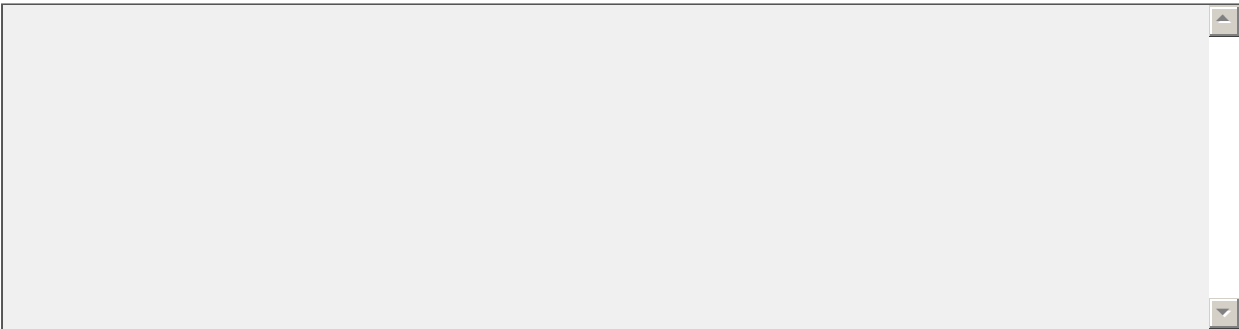
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## The Role of Leadership

**Briefly describe how contact center leadership is setting the vision to create a high-performing center that can provide strategic value to the overall organization. (max 1,000 words)**

A large, empty text input area with a light gray background and a vertical scrollbar on the right side, intended for the user to describe how contact center leadership is setting the vision to create a high-performing center that can provide strategic value to the overall organization.

**How does the contact center leadership use the strategic value and its initiative(s) to increase agent morale? (max 1,000 words)**

A large, empty text input area with a light gray background and a vertical scrollbar on the right side, intended for the user to describe how contact center leadership uses the strategic value and its initiative(s) to increase agent morale.

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## Statement - Your Strategic Value to the Organization

Please provide a statement from an executive or board member of the organization that clearly describes the impact of the contact center on the organization's success (this should align with the initiative highlighted in the application and the presentation)

### Contact info for the executive or board member providing the statement.

<b>Name:</b>	<input type="text"/>
<b>Title:</b>	<input type="text"/>
<b>Address:</b>	<input type="text"/>
<b>Address 2:</b>	<input type="text"/>
<b>City/Town:</b>	<input type="text"/>
<b>State:</b>	<input type="text"/>
<b>ZIP/Postal Code:</b>	<input type="text"/>
<b>Country:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Phone Number:</b>	<input type="text"/>

### Please paste the Strategic Value statement here:

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## Presentation - Your Strategic Value to the Organization

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 the strategic initiative 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 Strategic Value 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 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?**

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

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## Supplemental Questions

We are interested in learning a little more about your involvement in the strategy of a couple emerging channels. These questions WILL NOT be used as part of the judging process, rather they are only to further additional ICMI research.

**Are you willing to answer two more Strategy questions that are NOT a component of this application?**

- Yes
- No

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**Does your organization have a social media strategy in place to abreast of and influence online customer sentiment?**

- Yes  
 No

If so, please describe your contact center's role in the social media strategy.

**Does your organization have a mobile customer service strategy in place to support customers "on-the-glass" or within the mobile web app/smartphone app?**

- Yes  
 No

If so, please describe your contact center's role in the mobile customer service strategy.

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## Thank you!

Thank you for submitting your application for the 2013 ICMI Best Strategic Value to the Organization 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 the Strategic Value of your call center 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!