

# Application Form - Best Use of Technology

## 2013 ICMI Best Use of Technology 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 Strategic Value to the Organization, 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.

# Application Form - Best Use of Technology

## 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 Use of Technology

## Eligibility and Requirements

Please carefully read the eligibility description 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 demonstrating the impact of the technology on the contact center**

**Are you eligible to apply for the 2013 ICMI Best Use of Technology 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 Technology 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

# Application Form - Best Use of Technology

## 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 Use of Technology

## 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)

**You have the option of submitting this application in tandem with the partner or vendor of the contact center technology that you are highlighting. Are you applying jointly with your technology partner or vendor?**

Yes

No

# Application Form - Best Use of Technology

## Technology Partner/Vendor Information

### Partner/Vendor Information

Organization's Name

Industry

### Partner/Vendor point of contact for the application process:

Name:

Title:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

**The Technology partner/vendor may elect to provide a brief statement on the value of this partnership/working relationship. If so, please include it here. (max 1,000 words)**

# Application Form - Best Use of Technology

## Technology Overview

Please focus on a SINGLE Technology piece, or ONE Technology suite of services that was deployed as a SINGLE project.

**Which best describes the type of Technology or Technology suite that you will be highlighting in this application?**

- ACD Call Routing
- ACD Call Reporting
- Email Management
- Chat Management
- IVR/VRU
- CRM
- Knowledgebase
- Self-Service Portal
- Call Recording
- Call Monitoring
- Workforce Management
- Training/LMS
- Speech Analytics
- Text Analytics
- Social Media Monitoring

Other (please specify)

**What is the exact name of the Technology product or suite of services?**

**What is the primary intended use of the Technology product or suite of services? (max 1,000 words)**

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## Technology Deployment

**Approximately when was this Technology or suite of services deployed? (max 1,000 words)**

**Briefly describe how the contact center determined the NEED for this Technology product or suite of services. What issue were you attempting to solve, or advantage you wanted to gain? (max 1,000 words)**

**Briefly describe the process in which the contact center chose this specific Technology product or suite of services, and the business partner/vendor that was utilized. (max 1,000 words)**

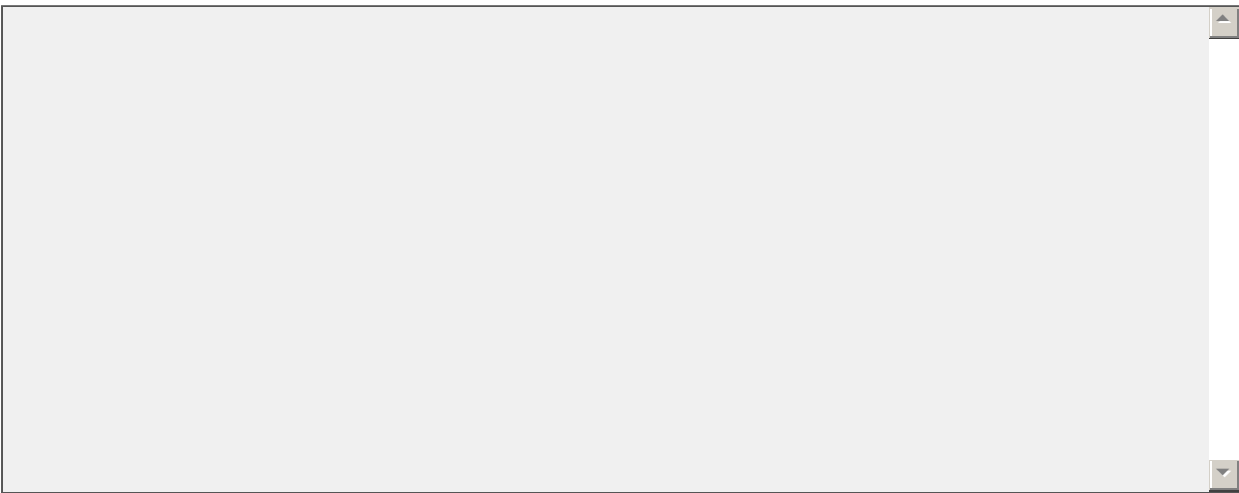
**Briefly describe the process in which the contact center convinced internal stakeholders of the need for the Technology product or suite of services. Describe how you determined ROI, and received executive buy-in and funding. (max 1,000 words)**

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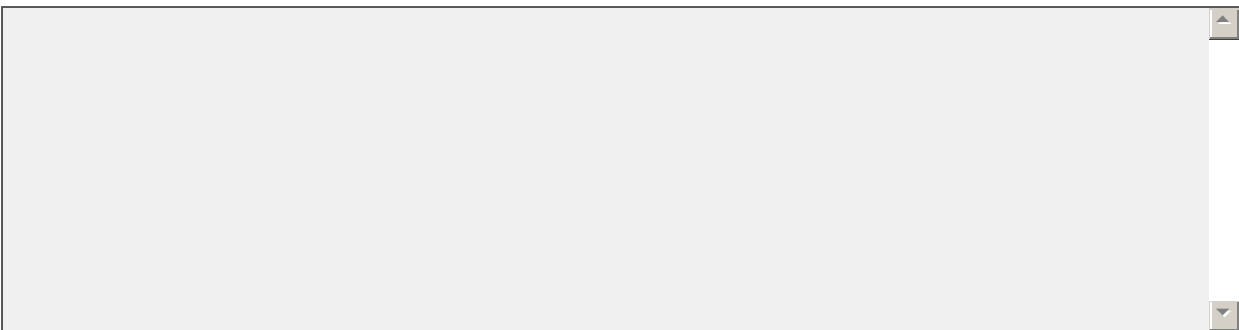
**What internal and external resources did you need in order to properly implement this Technology product or suite of services? (max 1,000 words)**

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 internal and external resources.

**Walk through the implementation milestones. How did you measure success? (max 1,000 words)**

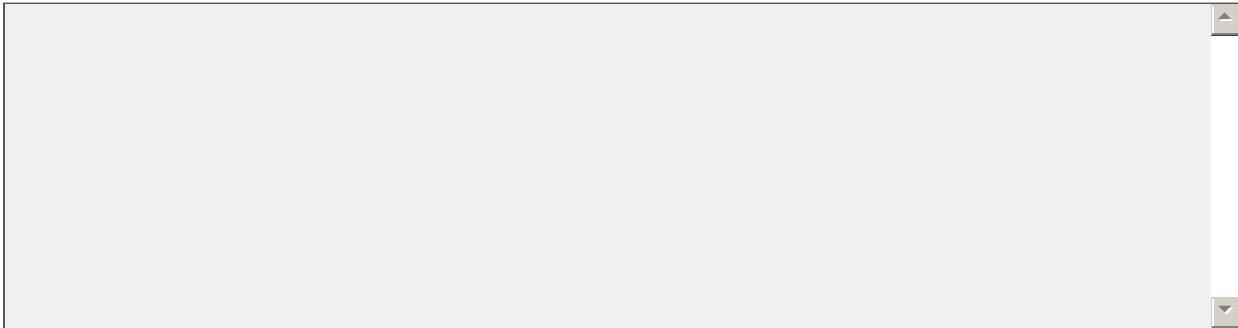
A large, empty text input area with a light gray background and a vertical scrollbar on the right side, intended for the user to describe implementation milestones and success measurement.

**Was there anything unique or innovative about the implementation of this Technology product or suite of services? Please describe. (max 1,000 words)**

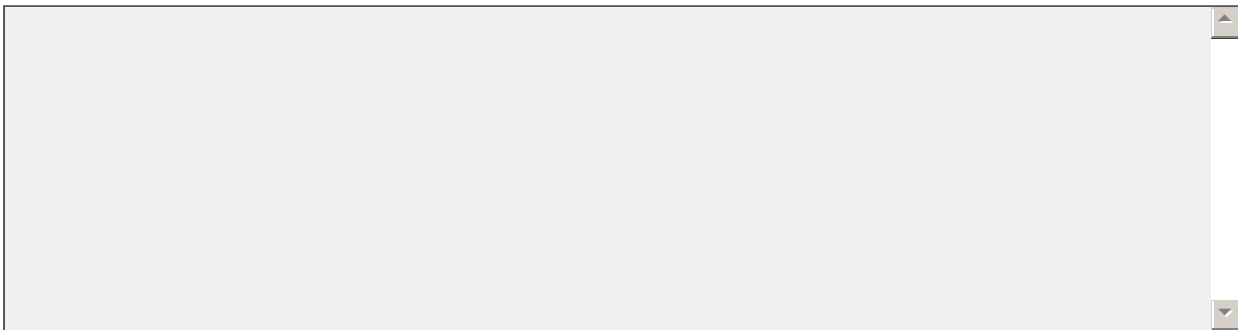
A large, empty text input area with a light gray background and a vertical scrollbar on the right side, intended for the user to describe unique or innovative aspects of the implementation.

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**Briefly describe how you will make enhancements and continue to increase the value of the Technology product or suite of services. (max 1,000 words)**



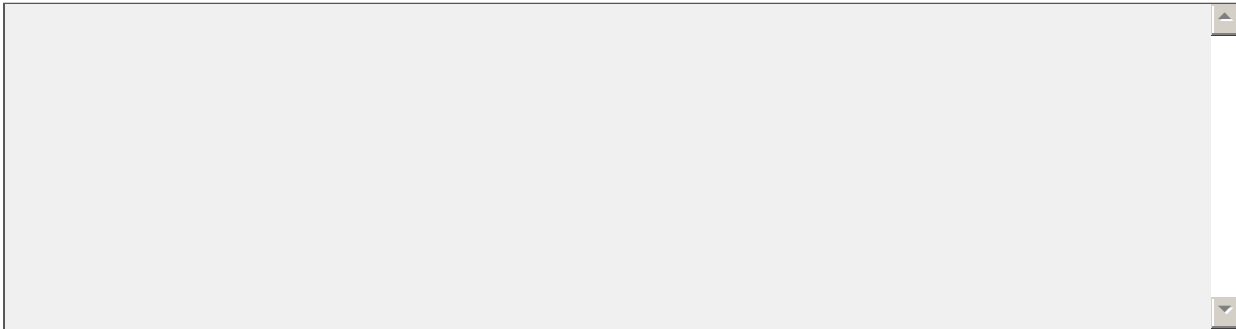
**What challenges did you need to overcome within the implementation, and is there anything that you would have done differently in retrospect? (max 1,000 words)**



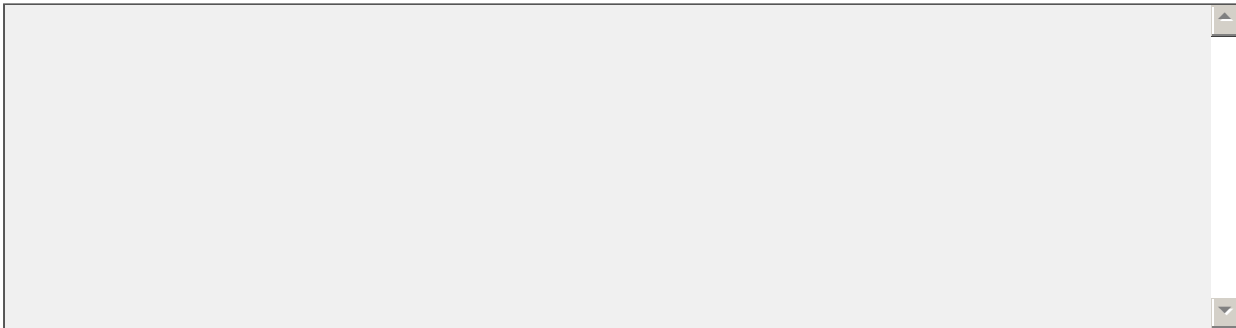
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## Technology Impact

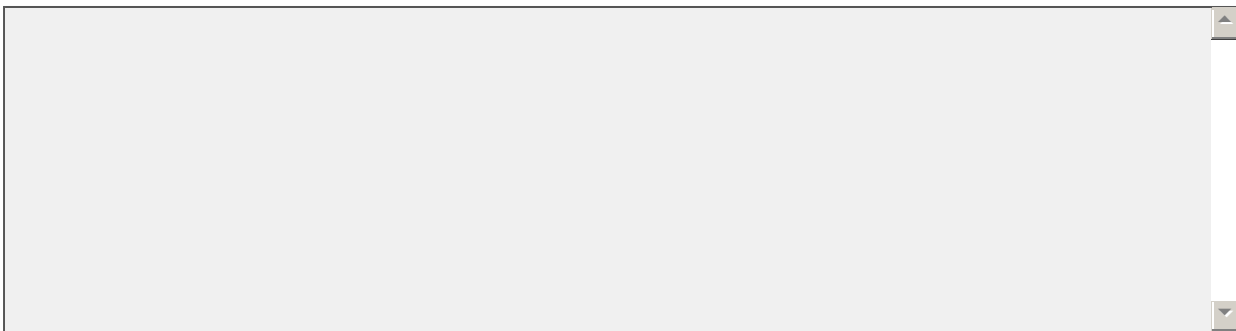
**How has the Technology product or suite of services improved the overall efficiency or results of the contact center? (max 1,000 words)**

A large, empty text input area with a vertical scrollbar on the right side, intended for the user to describe how the technology improved contact center efficiency.

**Briefly describe the positive impact the Technology product or suite of services has had on the agent experience. (max 1,000 words)**

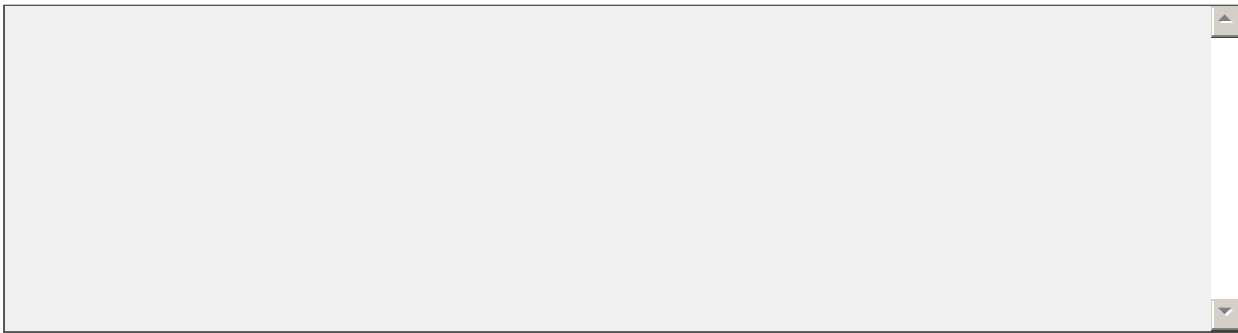
A large, empty text input area with a vertical scrollbar on the right side, intended for the user to describe the positive impact on the agent experience.

**Provide evidence of how the Technology product or suite of services has improved the customer experience. (max 1,000 words)**

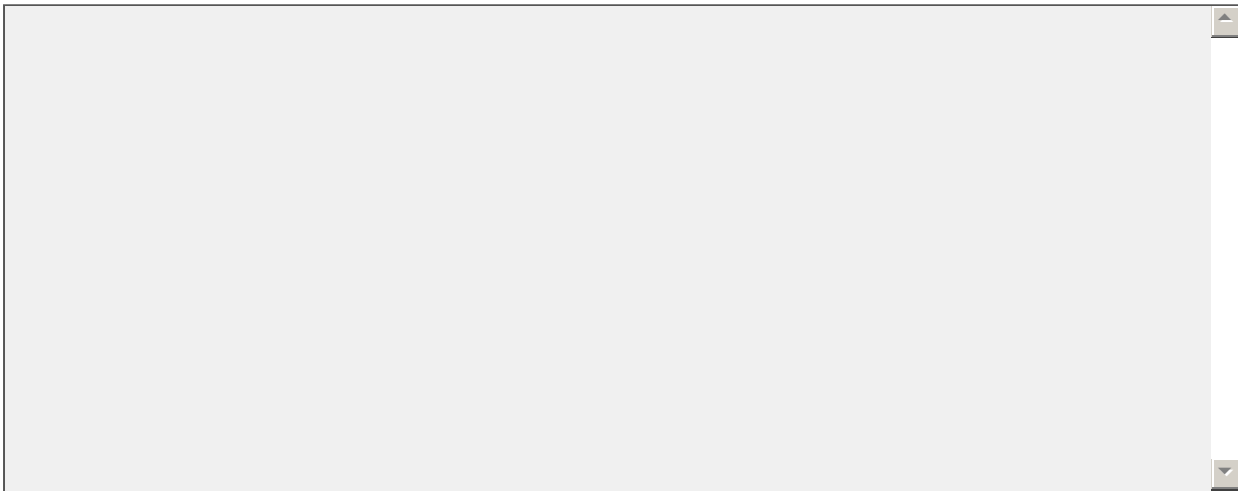
A large, empty text input area with a vertical scrollbar on the right side, intended for the user to provide evidence of improved customer experience.

## Application Form - Best Use of Technology

**Do you believe the implementation of this Technology product or suite of services has positively impacted the company as a whole? Have you received a demonstrable return-on-investment? (max 1,000 words)**



**Is there anything else you would like us to know about this Technology product or suite of services? If so, please describe it here. (max 1,000 words)**



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## Presentation - The Technology 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 Technology product or suite of services that you described in the application and showcase how it positively influenced or has dramatically impacted one of the below core concepts.

If selected as a Finalist, candidates will be asked to expand on this Technology 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 showcase how it positively influenced or has dramatically impacted one of the below. Be creative! 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
- Quality Monitoring and Coaching
- Other Technology within the Contact Center
- Multichannel Management
- Organizational Structure

# Application Form - Best Use of Technology

## Thank you!

Thank you for submitting your application for the 2013 ICMI Best Use of Technology Award.

Please also make sure to pay the \$125 entry fee and submit a 5-slide PowerPoint presentation.

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 interview, 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!