

# Application Form - Best Call Center of the Year

## 2013 ICMI Global Call Center of the Year Awards

One Small-to-Medium Call Center (75 agents or less) and one Large Call Center (more than 75 agents) who best exemplify the “gold standard” for the industry will receive this prestigious 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 \$150 entry fee
- 3) Submit a video that takes the judges on a virtual tour of your call center.

Award Semi-finalists will be notified of their status by Monday, March 8th, 2013, and must submit the following by noon Eastern on Thursday, March 28th, 2013:

- Organization chart(s) for the contact center, showing how it fits into the overall organization
- 2012 monthly performance reports
- 2012 monthly quality reports
- Quality monitoring form
- 2012 customer satisfaction survey and results
- Most recent employee satisfaction survey and results

Award Finalists will be notified of their status by Friday, April 15th, 2013. Each finalist will be required to join us Monday, May 13th, 2013 at ACCE in Seattle, WA for the final, live interview with panel judges, and 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.

NOTE: You may choose to submit the performance metrics section (questions 27-41) of this application on behalf of one component or line of business (LOB) within your overall contact center. It must be the PRIMARY LOB and the majority of your contact center's volume. For example, if your contact center is 80% customer service, 10% retention, 5% sales and 5% help desk, you may choose to provide performance metrics only for the customer service component. All other questions in this application should pertain to your OVERALL contact center.

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 Customer Experience Program, the Best Use of Technology, and those that provide the Best Strategic Value to the Organization. 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 Call Center of the Year

## 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 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 fee;**
- 2) Pay \$150 application fee;**
- 3) Submit a 3-5 minute video tour of their call center**

**Are you eligible to apply for the 2013 ICMI Global Call Center Award?**

- Yes
- No

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## Semi-Finalist

### Requirements of Semi-Finalists:

**Semi-finalists will be notified of their status by Monday, March 8, 2013, and then SEMI-FINALISTS ONLY must submit the following by noon Eastern on Thursday, March 28, 2013:**

- **Organization chart(s) for the contact center, showing how it fits into the overall organization**
- **2012 monthly performance reports**
- **2012 monthly quality reports**
- **Quality monitoring form**
- **2012 customer satisfaction survey and results**
- **Most recent employee satisfaction survey and results**

### Do you understand the requirements of Semi-Finalists?

- Yes
- No

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## Finalist

### Requirements of Finalists:

**There will be only two (2) Finalists for each award category (Large and Small-to-Medium). Call center finalists will be notified of their status by Friday, April 15, 2013. Each finalist will need to send at least one representative to attend ACCE 2013 in Seattle, WA -- ICMI's annual call center conference and exhibition -- where they will be interviewed by the ICMI Selection Committee on May 13, 2013. After the interviews have been completed, the committee will select a winner in each of the two award categories (Large, and Small-Medium), then announce the winners at the award dinner on May 14, 2013!**

**NOTE: ICMI will provide one (1) complimentary ACCE All-Access 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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## Outsourcers Only

### **Outsourced Call Centers Only:**

**Outsourcers are welcome to apply jointly with one of their clients. Respond to the questions in this application as a client/outsourcer team that constitutes a single entity. This is the only way ICMI can fairly compare your application with in-house call centers.**

**All of your responses must reflect ONLY the resources used for the client with whom you are applying. For example, only list the call center location(s) where this client's work is handled.**

**If you have any questions or need clarification, please contact ICMI.**

**Note: Only one (1) application per outsourcer may be submitted. Select a client that is happy to be publicly acknowledged as having a successful outsourced call center arrangement, since we will publicize both client and outsourcer if you become finalists.**

**All outsourcer applications will be judged in the Large Call Center category, regardless of the number of agent seats dedicated to the client with whom you apply, because outsourcer operations have access to large pools of resources and technology that can be leveraged across multiple clients. The Small-to-Medium Call Center category is intended to level the playing field for centers that do not have as many resources.**

**Are you applying as an outsourced call center, and if so do you understand that you must do so jointly with a single client?**

- Yes, I am applying as an outsourcer jointly with one client
- No, I am not applying as an outsourced call center

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## Outsourcer Information

Only fill in this page if you are applying as an outsourced call center.

Throughout this application, evaluate the questions in terms of the entity that composes your outsourcer-client relationship. Responses should only apply to the work performed within this relationship.

### Client and Outsourcer Information

Client Organization's Name

Outsourcer Organization's Name

### Which organization is the main point of contact for this application?

- Client
- Outsourcer

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## Contact Information

### Applicant Information

Organization's Name

### Award Category:

- Small-to-Medium category: 75 agent seats or less
- Large category: More than 75 agent seats
- Outsourcer (will be considered in the Large Call Center category only)

### 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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## Call Center Locations

**Call Center Location (if you have more than one site, we'll ask you about those on the next page)**

<b>Name of Center:</b>	<input type="text"/>
<b>Manager of Center:</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>Manager' Email Address:</b>	<input type="text"/>
<b>Manager's Phone Number:</b>	<input type="text"/>

**Are additional sites part of this application?**

- Yes
- No

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## Additional Sites

### Call Center Location

Name of Center	<input type="text"/>
Hours of Operation	<input type="text"/>
Number of Agents (full-time and part-time)	<input type="text"/>
Average Length of Service for Agents (company-wide is acceptable if not available by site)	<input type="text"/>
Manager of Center	<input type="text"/>
Center Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country	<input type="text"/>
Manager's Email	<input type="text"/>
Manager's Phone #	<input type="text"/>

### Call Center Location

Name of Center	<input type="text"/>
Hours of Operation	<input type="text"/>
Number of Agents (full-time and part-time)	<input type="text"/>
Average Length of Service for Agents (company-wide is acceptable if not available by site)	<input type="text"/>
Manager of Center	<input type="text"/>
Center Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country	<input type="text"/>
Manager's Email	<input type="text"/>
Manager's Phone #	<input type="text"/>

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## Call Center Location

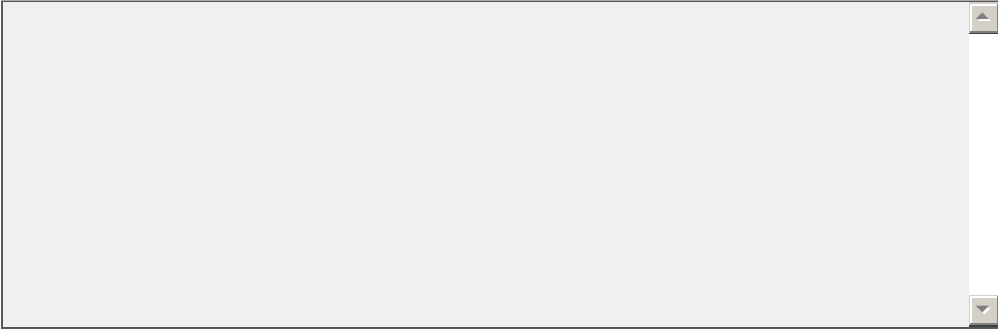
Name of Center	<input type="text"/>
Hours of Operation	<input type="text"/>
Number of Agents (full-time and part-time)	<input type="text"/>
Average Length of Service for Agents (company-wide is acceptable if not available by site)	<input type="text"/>
Manager of Center	<input type="text"/>
Center Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country	<input type="text"/>
Manager's Email	<input type="text"/>
Manager's Phone #	<input type="text"/>

## Call Center Location

Name of Center	<input type="text"/>
Hours of Operation	<input type="text"/>
Number of Agents (full-time and part-time)	<input type="text"/>
Average Length of Service for Agents (company-wide is acceptable if not available by site)	<input type="text"/>
Manager of Center	<input type="text"/>
Center Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Country	<input type="text"/>
Manager's Email	<input type="text"/>
Manager's Phone #	<input type="text"/>

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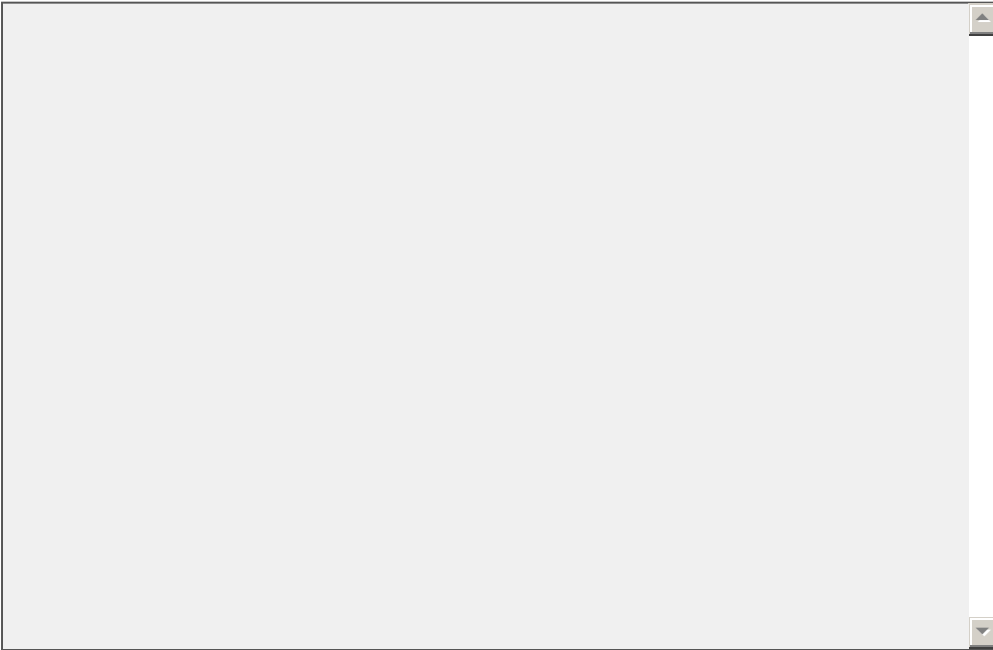
**If you have more sites than we've given you space for, please add them here.**

A large, empty rectangular text area with a vertical scrollbar on the right side, intended for listing additional sites.

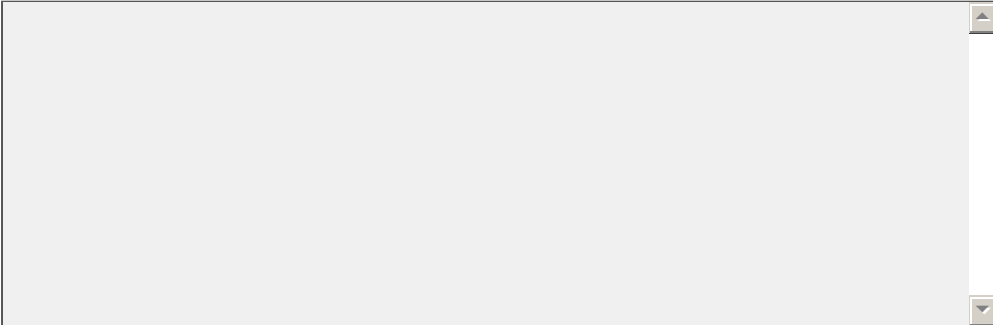
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## Call Center Value

**Your company's vision statement, mission statement and values:**

A large, empty rectangular text area with a light gray background and a thin black border. It is intended for the user to enter their company's vision statement, mission statement, and values. A vertical scrollbar is visible on the right side of the text area.

**If your call center has its own mission statement, insert below:**

A smaller, empty rectangular text area with a light gray background and a thin black border. It is intended for the user to enter their call center's own mission statement. A vertical scrollbar is visible on the right side of the text area.

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**How do other departments visibly demonstrate they value the call center's contribution to the organization? Check all that apply.**

- Call center has a collaborative relationship with other departments and participates in planning meetings/committees.
- Call center organizational structure supports all critical functions (workforce management, quality, training, supervision)
- Senior management conducts frequent focus group sessions throughout the year
- Senior management and other department managers do side-by-side call observations on a regular basis
- We have a C- level call center executive
- Senior management is highly visible in the call center
- Call center budget process supports our mission and gets the needed resources
- Other (please specify)

**Please provide an example of how the organization recognizes the contact center's value.**

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## Performance Metrics and Customer Channels

**What are the *primary* metrics that guide you in managing the call center? Check all that apply.**

- Abandoned calls
- Absenteeism
- Agent turnover/Attrition
- Average handle time (AHT)
- Average speed of answer (ASA)
- CSAT (Customer Satisfaction)
- DSAT (Customer Dissatisfaction)
- First-contact resolution (FCR)
- Forecast accuracy
- Maximum delay
- Net Promoter Score (NPS)
- Occupancy or Utilization
- Quality
- Response time/Speed of Response
- Schedule adherence
- Self-service (IVR, Web) completion rate
- Service level
- Other (please specify) and/or comments

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**At what interval(s) is your service level performance measured?**

**Check all that apply.**

- Annually
- Monthly
- Weekly
- Daily
- Interval (1/2 hourly)
- Other (please specify)

**What channels does your contact center handle/manage? Check all that apply. *You will only be asked to provide monthly performance metrics for phone, email and chat.***

- Phone
- Email
- Chat
- IVR
- Web Self-Service
- Fax
- Mail
- Mobile
- Social
- Other (please specify) and /or comment

**Please briefly explain why your center supports some channels and not others. For example, is it customer preference/demand, better strategic value to the company, ROI, easier to service, technology limitations, etc.**

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**What lines of business (LOBs) or types of contacts does your contact center handle?**

**Check all that apply.**

- Customer Service/Basic Technical Support
- Advanced Technical Support/Helpdesk
- Sales
- Retention
- Other (please specify)

**You may choose to submit the performance metrics section (questions 27-41) of this application on behalf of one component or line of business (LOB) within your overall contact center. It must be the PRIMARY LOB and the majority of your contact center's volume. For example, if your contact center is 80% customer service, 10% retention, 5% sales and 5% help desk, you may choose to provide performance metrics only for the customer service component. All other questions in this application should pertain to your OVERALL contact center.**

**Are you submitting this application solely on the performance metrics of your *primary* LOB queue(s)? Reminder, this must be the majority of your volume.)**

- Yes - primary LOB only
- No - all volume

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## LOB Performance

**Which LOB are you submitting the performance metrics section of this application on behalf of?**

- Customer Service/Basic Technical Support
- Advanced Technical Support/Helpdesk
- Sales
- Retention
- Other (please specify)

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## Phone Channel

**Is PHONE a customer service channel you are submitting as part of this application?**

Yes

No

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## Phone Channel Performance

**Please report on your PHONE Service Level performance for 2012. What is your service level objective (x% of calls in y seconds)? What monthly levels did you achieve? (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)**

Objective %	<input type="text"/>
Objective seconds	<input type="text"/>
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

**Define the precise formula you use to calculate your PHONE Service Level:**

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## Please report your monthly calls answered in 2012.

January Calls Answered	<input type="text"/>
February Calls Answered	<input type="text"/>
March Calls Answered	<input type="text"/>
April Calls Answered	<input type="text"/>
May Calls Answered	<input type="text"/>
June Calls Answered	<input type="text"/>
July Calls Answered	<input type="text"/>
August Calls Answered	<input type="text"/>
September Calls Answered	<input type="text"/>
October Calls Answered	<input type="text"/>
November Calls Answered	<input type="text"/>
December Calls Answered	<input type="text"/>

## Comments on call volume, if needed:

## Please report your Abandon Rate (calls abandoned / calls received) in 2012. What is your Abandon Rate objective (less than or equal to what %)? What were your actual Abandon Rate levels? (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)

Objective: <= %	<input type="text"/>
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

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**Explain your call center's policy regarding intentionally blocking calls (giving out busy signals even though trunk capacity has not been exceeded) and state whether those calls are included in the abandon rate reported.**

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## Chat Channel

**Is CHAT a customer service channel you are submitting as part of this application?**

Yes

No

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## Chat Channel Performance

**Please report on your CHAT Service Level performance for 2012. What is your service level objective (x% of chats in y seconds)? What monthly levels did you achieve? (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)**

Objective %	<input type="text"/>
Objective seconds	<input type="text"/>
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

**Define the precise formula you use to calculate your CHAT Service Level:**

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## Please report your monthly CHATS answered in 2012.

January Chats Answered	<input type="text"/>
February Chats Answered	<input type="text"/>
March Chats Answered	<input type="text"/>
April Chats Answered	<input type="text"/>
May Chats Answered	<input type="text"/>
June Chats Answered	<input type="text"/>
July Chats Answered	<input type="text"/>
August Chats Answered	<input type="text"/>
September Chats Answered	<input type="text"/>
October Chats Answered	<input type="text"/>
November Chats Answered	<input type="text"/>
December Chats Answered	<input type="text"/>

## Comments on CHAT volume, if needed:

## Please report your Abandon Rate (chats abandoned / chats received) in 2012. What is your Abandon Rate objective (less than or equal to what %)? What were your actual Abandon Rate levels? (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)

Objective: <= %	<input type="text"/>
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

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## Email Channel

**Is EMAIL a customer service channel you are submitting as part of this application?**

Yes

No

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## Email Channel Performance

**Please report on your EMAIL response time performance for 2012. What is your response time objective (x% of emails in y hours)? What monthly levels did you achieve? (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)**

Objective %	<input type="text"/>
Objective hours	<input type="text"/>
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

**Define the precise formula you use to calculate your EMAIL Response Time:**

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## Please report your monthly EMAILS answered in 2012.

January Emails Answered	<input type="text"/>
February Emails Answered	<input type="text"/>
March Emails Answered	<input type="text"/>
April Emails Answered	<input type="text"/>
May Emails Answered	<input type="text"/>
June Emails Answered	<input type="text"/>
July Emails Answered	<input type="text"/>
August Emails Answered	<input type="text"/>
September Emails Answered	<input type="text"/>
October Emails Answered	<input type="text"/>
November Emails Answered	<input type="text"/>
December Emails Answered	<input type="text"/>

## Comments on EMAIL volume, if needed:

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## First-Contact-Resolution (FCR)

PLEASE NOW ANSWER ALL QUESTIONS AS THEY PERTAIN TO THE ENTIRE CONTACT CENTER.

**Does your contact center track first-contact-resolution (FCR)?**

- Yes
- No

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## FCR

### What is your average FCR rate?

- 96%-100%
- 91%-95%
- 86%-90%
- 81%-85%
- 76%-80%
- 71%-75%
- 66%-70%
- 61%-65%
- 56%-60%
- 51%-55%
- 46%-50%
- 41%-45%
- 40% or less

### How do you measure FCR? (Check all that apply)

- Agent "judgment call"
- Via post-call email survey
- Agents simply ask the caller, "Has your issue been fully resolved?" at the end of each call
- Via post-call regular mail survey
- Via post-call live phone survey
- Via post-call automated (IVR-based) phone survey
- Call monitoring
- Via technology that checks if a customer re-contacts the call center within a pre-determined amount of time on a given issue
- Other (please specify) and/or comments

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## Agent Hiring and Training

**Please describe your contact center's agent recruiting and assessment/selection process:**

**Does your contact center actively recruit older workers (age 55 and older)?**

Yes

No

Comments (optional)

**Does your contact center actively recruit individuals with disabilities?**

Yes

No

Comments (optional)

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**Please check all that are key components of your new-hire training program.**

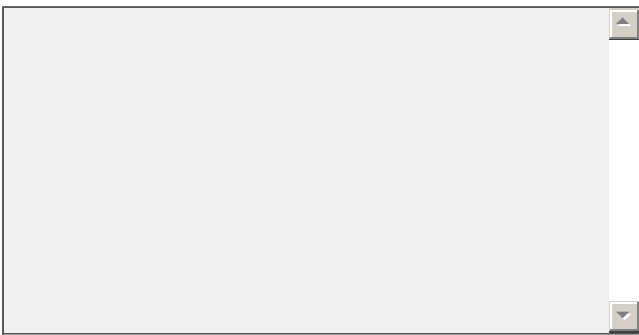
- Complaint management
- Customer service skills
- Dedicated trainer
- E-learning
- E-support skills (email, chat, web collaboration)
- Formal tests for learning comprehension
- Mentoring
- On-the-job training
- Role playing
- Sales skills
- Structured classroom training
- Training evaluations
- Transition training ("nesting" period in a controlled environemnt)
- Written communication skills
- Other (please specify) and/or comments

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**How many weeks, on average, does your new-hire agent training program last?**

- Less than 1 week
- 1-2 weeks
- 3-4 weeks
- 5-6 weeks
- 7-8 weeks
- 9-10 weeks
- More than 10 weeks

Comments, if needed



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**On average, how many hours of ongoing training do agents receive each year?**

- Less than 10 hours
- 11-20 hours
- 21-30 hours
- 31-40 hours
- 41-50 hours
- 51-60 hours
- 61-70 hours
- 71-80 hours
- 81-90 hours
- 91-100 hours
- More than 100 hours

Comments, if necessary

**Please explain how your contact center measures the effectiveness of agent training.**

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## Agent Retention and Engagement

**How is turnover measured in your call center? Check all that apply.**

- Negative (terminations, resignations from company)
- Positive (internal transfers and promotions)
- Tenure level (e.g., 30-day, 60-day, 90-day, 6-month, 1 year, etc.)
- Other (please specify)

**Please report your Agent Turnover Rate (Number of agents exiting the job / average actual number of agents during the month) in 2012. (ENTER WHOLE NUMBERS ONLY -- NO DECIMALS)**

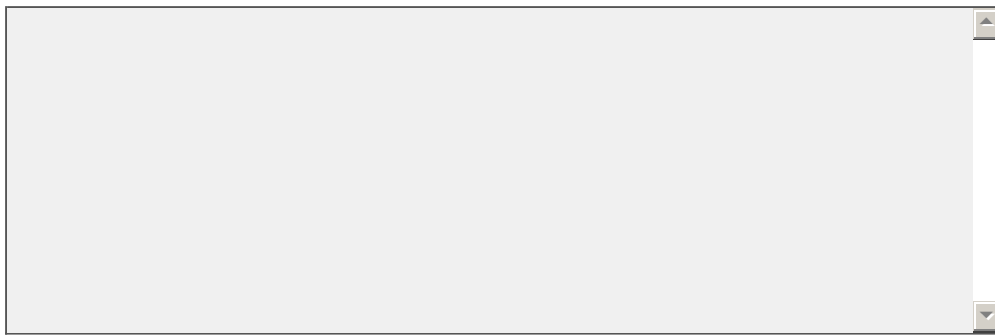
Actual January %	<input type="text"/>
Actual February %	<input type="text"/>
Actual March %	<input type="text"/>
Actual April %	<input type="text"/>
Actual May %	<input type="text"/>
Actual June %	<input type="text"/>
Actual July %	<input type="text"/>
Actual August %	<input type="text"/>
Actual September %	<input type="text"/>
Actual October %	<input type="text"/>
Actual November %	<input type="text"/>
Actual December %	<input type="text"/>

**Please describe how your call center deals with the effects of positive INTERNAL agent turnover (agents moving on to other departments within the organization).**

# Application Form - Best Call Center of the Year

**How do you further the level of employee satisfaction and engagement in your contact center? Check all that apply.**

- Career-pathing opportunities
- Act on results of employee satisfaction/engagement surveys
- Employee-led committees
- Rewards and recognition programs
- Intriguing off-phone projects/tasks
- Opportunities to serve as mentors, training assistants, interdepartmental liaisons, etc.
- Other (please specify) and/or comments



**How are employee feedback results used? Check all that apply.**

- Action plan created for any area of deficiency
- Significant accountability at all levels for results
- Results are shared with the entire company
- No serious action is typically taken based on the results
- Other (please specify)



# Application Form - Best Call Center of the Year

## Does your call center utilize home agents? (Check all that apply)

- Yes, we have our own full-fledged home agent program in place
- Yes, we have a home agent pilot in place
- Yes, we use home agents for disaster recovery situations, weather delays or center closures only
- Yes, we use a virtual outsourcer that is staffed with home agents
- Yes, we use both our own home agents and a virtual outsourcer staffed with home agents
- No, we do not use home agents at this time

Comments

# Application Form - Best Call Center of the Year

## Customer Satisfaction

**Do you formally measure customer satisfaction?**

Yes

No

# Application Form - Best Call Center of the Year

## CSAT Details

**How do you measure customer satisfaction? Check all that apply.**

- Annual surveys
- Quarterly surveys
- Post-call IVR surveys
- Post-contact email surveys
- Post-contact phone survey (conducted by live interviewer)
- Post-contact mail survey
- Quality monitoring results
- Social Media comments
- Other (please specify)

**What is your average customer satisfaction rate?**

- 96%-100%
- 91%-95%
- 86%-90%
- 81%-85%
- 76%-80%
- 71%-75%
- 66%-70%
- 61%-65%
- 56%-60%
- 51%-55%
- 46%-50%
- 41%-45%
- 40% or less

# Application Form - Best Call Center of the Year

**How are the customer satisfaction survey results used? Check all that apply.**

- Initiate service recovery plan for customers who express strong dissatisfaction.
- Action plan created for any area of deficiency
- Individual coaching and performance management
- Results are shared with the entire company
- No serious action is typically taken based on the results
- Other (please specify) and/or comments

# Application Form - Best Call Center of the Year

## Organizational Structure and Departments

**What is your supervisor-to-agent ratio? Please select from the choices below the response that best completes the expression: 1 supervisor to "x" agents**

- < 5
- 6-10
- 11-15
- 16-20
- 21-25
- 26-30
- > 30
- Other (please specify)

**Do you have designated positions for the following functions?**

Designated Position(s)?

Workforce management

Training

Quality

Reporting

Comments, if needed

# Application Form - Best Call Center of the Year

## Technology

**Call Center Technology: Please tell us the specific technology you use in your center(s).**

ACD call routing	<input type="text"/>
ACD call reporting	<input type="text"/>
Email management	<input type="text"/>
Chat management	<input type="text"/>
IVR/VRU	<input type="text"/>
CRM	<input type="text"/>
Knowledgebase	<input type="text"/>
Self-Service Portal	<input type="text"/>
Call recording	<input type="text"/>
Call monitoring	<input type="text"/>
Workforce management	<input type="text"/>
Training/LMS	<input type="text"/>
Speech Analytics	<input type="text"/>
Text Analytics	<input type="text"/>
Social Media monitoring	<input type="text"/>
Other contact center technology	<input type="text"/>

**Did you add or improve any technology within your contact center in 2012? If so, what benefits did you achieve?**

# Application Form - Best Call Center of the Year

## Quality Monitoring and Coaching

**Does your call center conduct quality monitoring of agent/customer interactions?**

Yes

No

# Application Form - Best Call Center of the Year

## Additional Quality Monitoring Questions

**On average, how many times a month are experienced agents (those on the job for 6 months or more) monitored?**

- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

**On average, how many times a month are new/newer agents (those on the job for less than 6 months) monitored?**

- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

# Application Form - Best Call Center of the Year

**Please check all that are key components of your quality program.**

- Side-by-side observations
- Real-time remote listening
- Guidelines are documented for all lines on the scoresheet
- Call monitoring scoresheet that measures both foundation and finesse
- Customer feedback/ratings are incorporated into quality monitoring scores
- Call recording
- All coaches have received formal coaching skills training
- Email/chat transcript monitoring
- Mystery shopping
- Frequent calibration sessions to ensure scoring consistency
- Other (please specify)

**How many hours per week do those conducting the monitoring spend on monitoring and related coaching, on average?**

- 1-5 hours per week
- 6-10 hours per week
- 11-15 hours per week
- 16-20 hours per week
- 21 or more hours per week

# Application Form - Best Call Center of the Year

**How many hours PER AGENT per month do you allocate for coaching:**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- More than 10

Comments, if needed

**Who conducts the monitoring sessions? (Check all that apply)**

- Team leader
- Supervisor
- Manager
- Internal quality assurance specialist
- External quality assurance company
- Dedicated trainer
- Agents (peer monitoring)

**What interactions are coached with agents?**

- Only interactions where the agents made significant errors
- Only interactions where the agents made any errors
- All interactions that were reviewed and scored
- Other (please specify)

# Application Form - Best Call Center of the Year

## When you are in your busy season, you:

- Cancel all coaching
- Email results with feedback
- Scale back but still coach
- Maintain same level of coaching
- Other (please specify)

## Quality performance is measured, tracked, and trended at: (Check all that apply)

- Agent level
- Supervisor level
- Call center level
- Other (please specify)

## Are QA reports customized and shared with other departments across the organization?

- Yes
- No

Comments, if needed

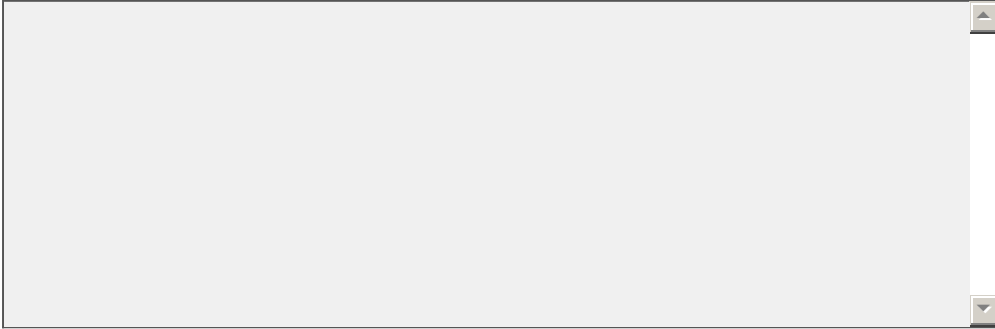
## Application Form - Best Call Center of the Year

**Do you share customer intelligence gathered through your quality program with other departments? If yes, give examples.**

Yes

No

If yes, examples:



# Application Form - Best Call Center of the Year

## Workforce Management

**Please check all that are key components of your workforce management program.**

- Forecasting workload
- Developing agent schedules
- Developing call center budget/staffing requirements
- Day-to-day real time management
- Real-time balancing across queues or centers
- Call center reports development
- We do not have a workforce management function
- Other (please specify)

**Please check all of the following that describe your forecasting process:**

- Forecast accuracy is measured against an established goal
- Forecast other workload (such as training, callbacks, coaching)
- Workload is so stable and predictable we do not forecast
- Other (please specify)

# Application Form - Best Call Center of the Year

**If you do forecast, please indicate the levels of detail that are part of your forecasting process:**

**(Check all that apply)**

	Year	Month	Week	Day	Interval level	N/A, we don't forecast this
Forecast overall volume for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast average call talk time for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast average chat talk time for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast average email response time for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast overall average after-contact-work (ACW) time for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments, if needed

**Please check all of the following that describe your forecasting process:**

- Schedules are created to match the workflow at the interval level
- Effectiveness of the schedule is continually assessed
- Process is in place to rebalance schedule as needed
- Front line collaboration is an integral part of our scheduling methodology
- Schedules are set and change only if new hires are added
- Other (please specify)

# Application Form - Best Call Center of the Year

## Emerging Channels

**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.

# Application Form - Best Call Center of the Year

## Testimonial

**Statement from the manager accountable for day-to-day operations of the contact center.  
Please explain the reasons for your contact center's success.**

**Please provide contact information for the manager providing the testimonial.**

**Name:**

**Title:**

**Address:**

**Address 2:**

**City/Town:**

**State:**

**ZIP/Postal Code:**

**Country:**

**Email Address:**

**Phone Number:**

# Application Form - Best Call Center of the Year

## Supplemental Information

**If you have any other information to submit as part of your application, it must be received by 11:59pm Eastern on Friday, February 15, 2013.**

**Submit supplemental materials through the Upload Materials page.**

**Are you submitting supplemental information?**

Yes

No

# Application Form - Best Call Center of the Year

## Thank you!

Thank you for submitting your application for the 2013 ICMI Global Call Center of the Year Award.

Please also make sure to pay the \$150 entry fee and submit a video tour of your call center.

If your call center is selected as a semi-finalist you will be notified by Monday, March 8th, 2013, and must submit the following by noon Eastern on Thursday, March 28th, 2013:

- Organization chart(s) for the contact center, showing how it fits into the overall organization
- 2012 monthly performance reports
- 2012 monthly quality reports
- Quality monitoring form
- 2012 customer satisfaction survey and results
- Most recent employee satisfaction survey and results

Award Finalists will be notified of their status by Friday, April 15th, 2013. Each finalist will be required to join us Monday, May 13th, 2013 at ACCE in Seattle, WA for the final, live interview with panel judges, and 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!