

Welcome!

Welcome! This is the application for the 2012 ICMI Global Call Center of the Year Award. This coveted award will be presented to the one large call center AND the one small-medium call center that ICMI feels most embody call center excellence -- based on the following criteria:

- Show a strong grasp of the core and advanced principles of effective call center management.
- Measure the right metrics and consistently meet or exceed key performance objectives – always mindful of each metric's impact on the customer experience.
- Sustain a positive work culture that fosters employee engagement, development, and continuous improvement.
- Demonstrate innovation and progressive strategy in terms of people management, processes and technology.
- Continually strive to strengthen the call center's role within and strategic value to the larger organization.
- Have successfully implemented and leveraged a technology to improve customer service.

All applications (and videos -- see next section) will be evaluated by ICMI's elite Selection Committee, comprising leading call center consultants (all of whom have considerable call center management experience), researchers and journalists.

Thank you for your interest in the 2012 ICMI Global Call Center of the Year Award, and best of luck!

Instructions

The application deadline (for all materials submissions and payment) for the 2012 ICMI Global Call Center of the Year Award is at **11:59pm Eastern Time on Friday, February 3, 2012.**

The application must be completed using this online form. However, we strongly recommend that you download the PDF version of this form first, so that you can prepare your responses to all of the questions before you begin working on the online form. To download the PDF, [click here](#).

You may stop work on this online form at any time and continue later from the same computer (SurveyMonkey uses a cookie on your computer to identify you and take you back to your own form). *** So, please note that you will have to complete the entire online application from the same computer. ***

IMPORTANT: In addition to completing this online application form, you must submit a video that takes the judges on a virtual tour of your call center. The video should be 3 to 5 minutes long and show the following:

- Physical layout and ergonomics of your call center
- People and teamwork in action
- Whatever else you would like us to see!

Please put your video in one of the following formats:

- .avi
- .wmv

For instructions on how to submit your video, [click here](#).

Semi-Finalists (Gold Awards only) will be notified of their status and invited to submit the additional materials that are **ONLY** required for semi-finalists.

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.

For more information on the Global Call Center of the Year Award, [click here](#) or call the Customer Care Center 800.672.6177 (001.719.268.0305 outside the U.S. and Canada), or email icmi@icmi.com.

Eligibility and Requirements

Please read carefully the eligibility and requirements explanations on this page, 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.

In addition to the Gold award, would you like your center to be considered for one of the following Silver awards for 2012?

Quality - This award is given to the contact center that best manages and leverages its Quality Assurance program, from the program's design and how it serves the customer and the business to monitoring and coaching, including how the center scores and uses those scores to improve customer satisfaction and loyalty, agent training and development and the organization's investment.

Strategic Value - The call center that takes home this trophy is one that both understands and contributes to the organization's strategic goals. It's not simply a matter of aligning with the organization's vision or mission statement, but how the center shapes (e.g., through intelligence, revenue, customer loyalty) and enables the organization's success.

Technology - This award is given to the contact center that has most successfully leveraged technology to improve customer service. This includes how the technology was selected or developed, team structure, performance prior to implementation vs. after and how this technology or tool was identified to meet the contact center's objectives.

- Quality
- Strategic Value
- Technology

Eligibility Requirements:

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

- a) Complete the arduous application questionnaire;**
- b) Submit a video virtual tour (3-5 minutes) of their call center;**
- c) Submit the application fee of \$75;**
- d) Complete the ICMI Global Call Center of the Year Award publicity waiver form.**

For details on video submissions, the application fee and the publicity waiver form, [click here](#).

Past winners and other call centers within the same organization are not eligible to apply until two (2) years after their award.

Are you eligible to apply for the 2012 ICMI Global Call Center of the Year Award?

- Yes
- No

Requirements of Semi-Finalists:

Semi-finalists will be notified of their status by Monday, March 12, 2012, and then SEMI-FINALISTS ONLY must submit the following by noon Eastern on Thursday, March 29, 2012:

- Organization chart(s) for the call center, showing how it fits into the overall organization**
- 2011 monthly performance reports**
- 2011 monthly quality reports**
- Quality monitoring form**
- Most recent customer satisfaction survey and results**
- Most recent employee satisfaction survey and results**

Do you understand the requirements of Semi-Finalists?

- Yes
- No

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 Monday, April 16, 2012. Each finalist will need to send at least one management representative to attend ACCE 2012 -- ICMI's annual call center conference and exhibition -- where they will be interviewed by the ICMI Selection Committee. 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 an award ceremony on Wednesday, May 9, 2012, right at ACCE!

NOTE: ICMI will provide a total of two (2) complimentary comprehensive ACCE conference passes for each finalist organization (one for the representative at the award ceremony, plus one for another member of the team).

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

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

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

Contact Information

Applicant Information

Organization's Name

Industry

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:

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

Name of Center:

Manager of Center:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

Country:

Manager' Email Address:

Manager's Phone Number:

Are additional sites part of this application?

- Yes
- No

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"/>

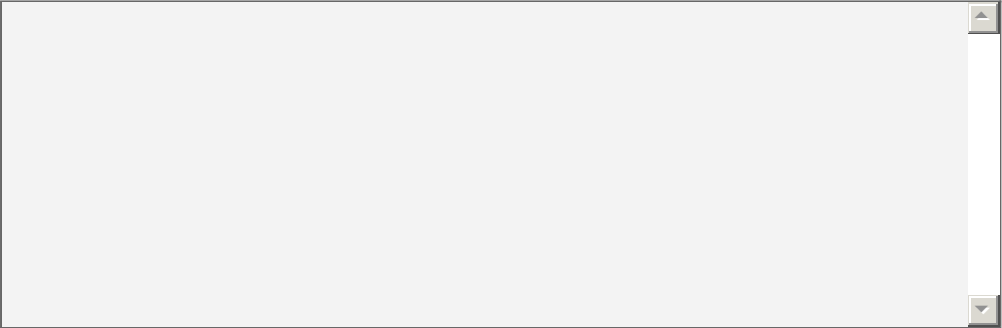
Call Center Location

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"/>
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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

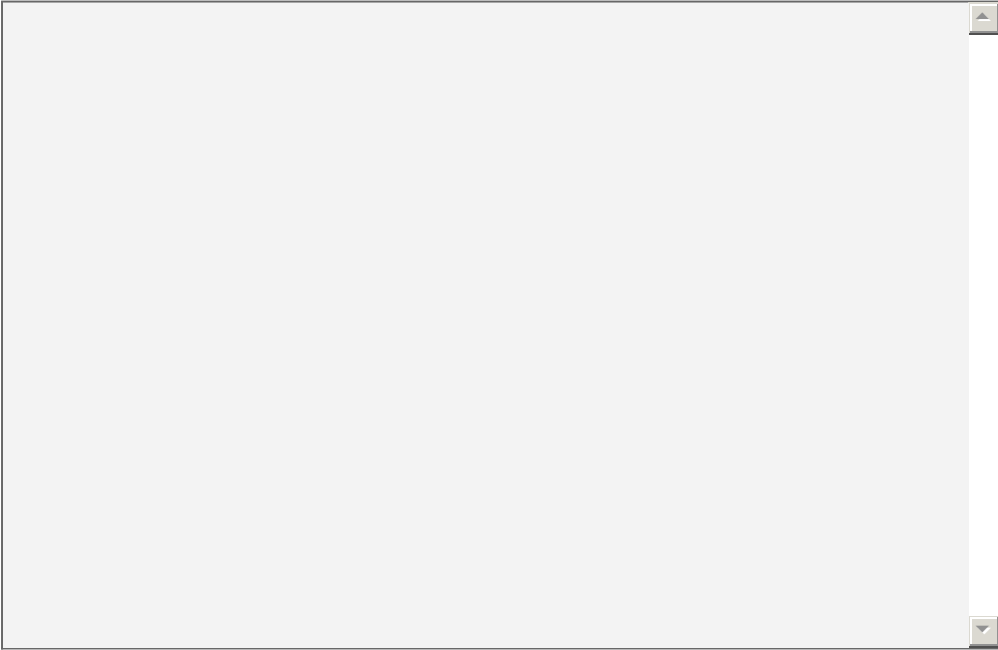
Name of Center	<input type="text"/>
Hours of Operation	<input type="text"/>
Number of Agents (full-time and part-time)	<input type="text"/>
Average Length of Service for Agents (company-wide is acceptable if not available by site)	<input type="text"/>
Manager of Center	<input type="text"/>
Center Address	<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"/>

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

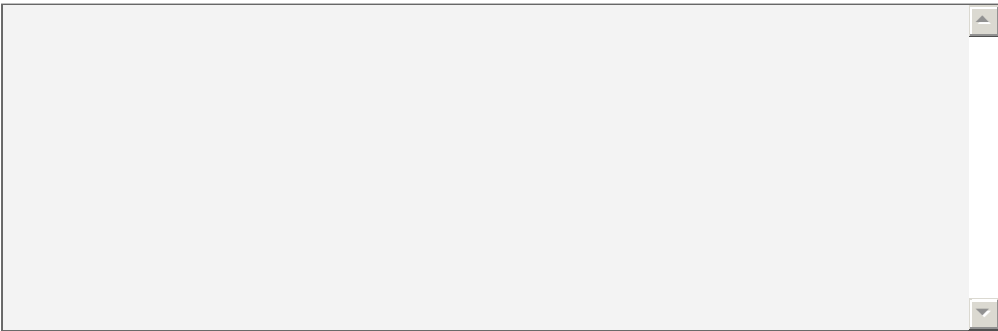
A large, empty rectangular box with a vertical scrollbar on the right side, intended for listing additional sites. The box is light gray and occupies the upper portion of the page.

Call Center Value

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

A large, empty rectangular text box 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 box.

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

A smaller, empty rectangular text box 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 box.

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

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

Other (please specify)

Give three examples of how your call center has demonstrated value to your company.

Example 1

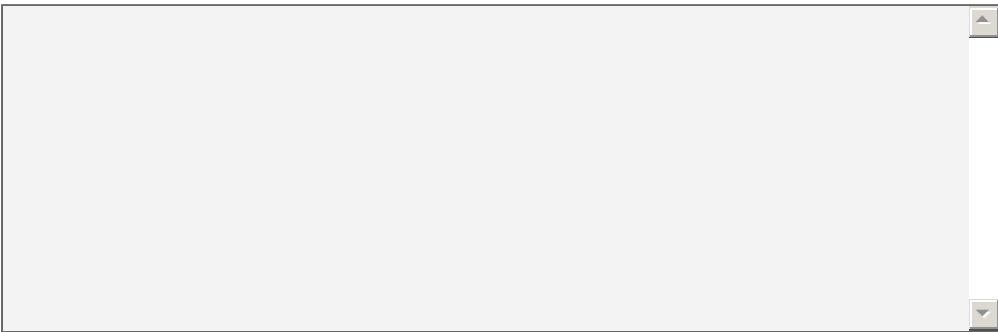
Example 2

Example 3

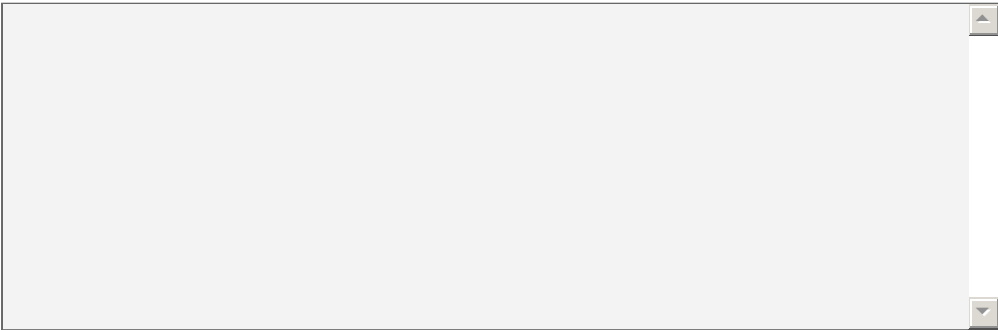
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For Strategic Value Silver Award consideration: Give up to three examples of initiatives from the call center that have created strategic value for your organization. For each, please note (1) the initiative's goal/the need it addressed (2) the time to implement (3) Whether it is complete or in progress and (4) Initiative's ROI/Performance to date.

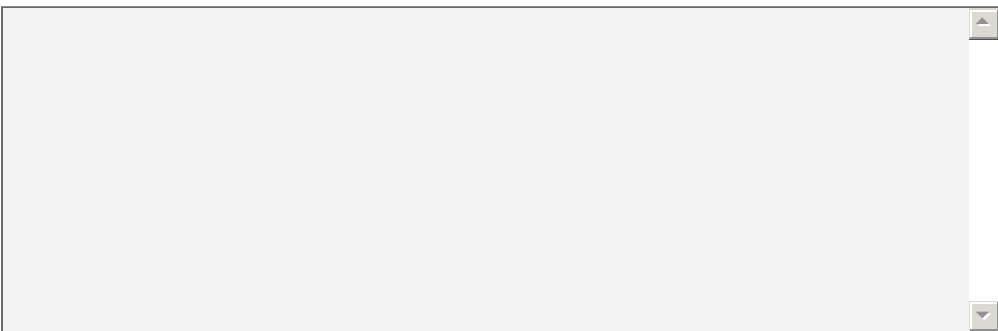
Example 1

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Example 2

A large, empty rectangular text box with a light gray background and a thin black border. It has a vertical scrollbar on the right side, indicating it is a scrollable area for text input.

Example 3

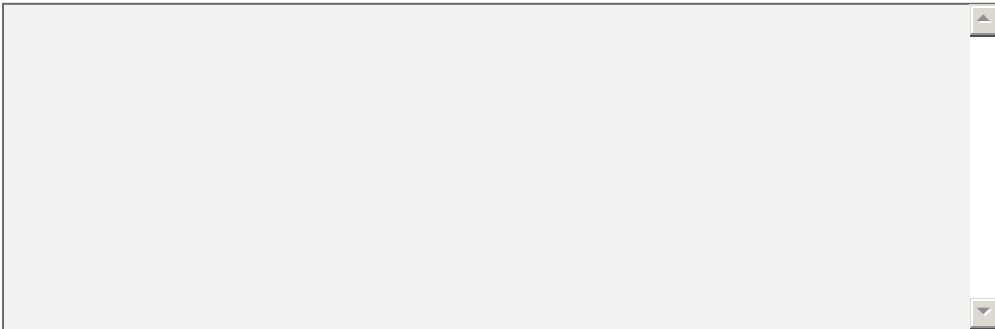
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Metrics

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

- Abandoned calls
- Absenteeism
- Agent turnover
- Average handle time (AHT)
- Average speed of answer (ASA)
- Customer Satisfaction
- First-call resolution (FCR)
- Forecast accuracy
- Maximum delay
- Occupancy
- Quality
- Schedule adherence
- Self-service (IVR, Web) completion rate
- Service level/Response time

Other (please specify) and/or comments



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)

Please report on your Service Level performance for 2011. 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 service level:

Please report your monthly calls answered in 2011.

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 2011. 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"/>

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.



Does your call center track first-call resolution (FCR)?

Yes

No

Additional FCR Questions

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)

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

Other (please specify) and/or comments

Agent Hiring and Training

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

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

- Yes
 No

Comments (optional)

Does your call center actively recruit individuals with disabilities?

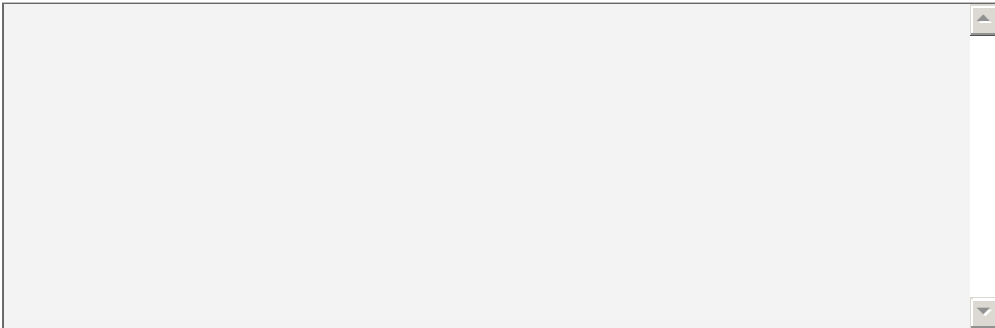
- Yes
 No

Comments (optional)

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



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



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 call center measures the effectiveness of agent training.

Agent Retention/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 2011. (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"/>

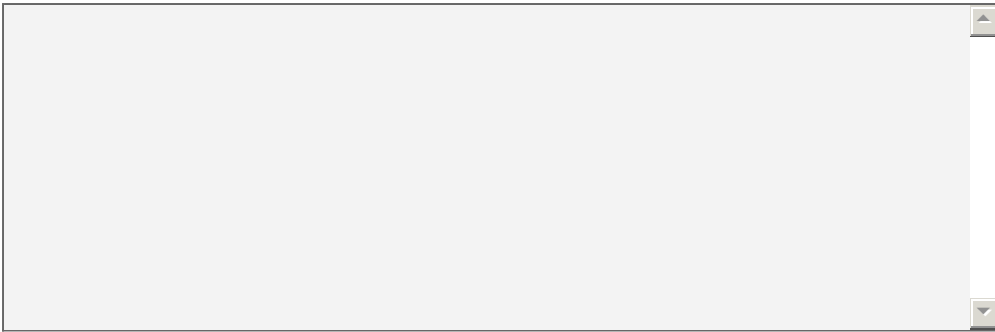
Please describe how your call center deals with the effects of INTERNAL agent turnover (agents moving on to other departments within the organization).

How do you further the level of employee satisfaction and engagement in your call center?

Check all that apply.

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

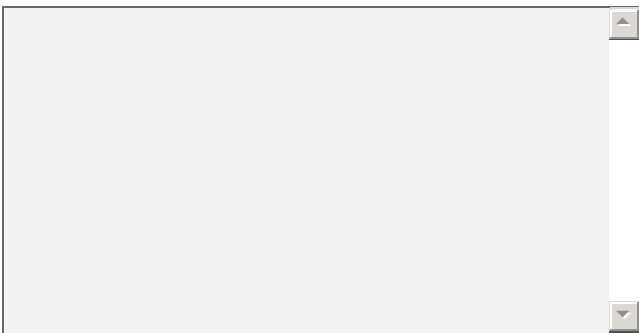
Other (please specify) and/or comments



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

- Yes, we have a full-fledged home agent program in place
- Yes, we have a home agent pilot in place
- Yes, we use a virtual outsourcer that is staffed with home agents
- No, we do not use home agents at this time

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)

Customer Satisfaction Measurement/Management

Do you formally measure customer satisfaction?

Yes

No

Additional C-Sat Questions

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

- Quarterly surveys
- Quality monitoring results
- Post-contact mail survey
- Annual surveys
- Post-contact email surveys
- Post-contact phone survey (conducted by live interviewer)
- Post-call IVR surveys

Other (please specify)

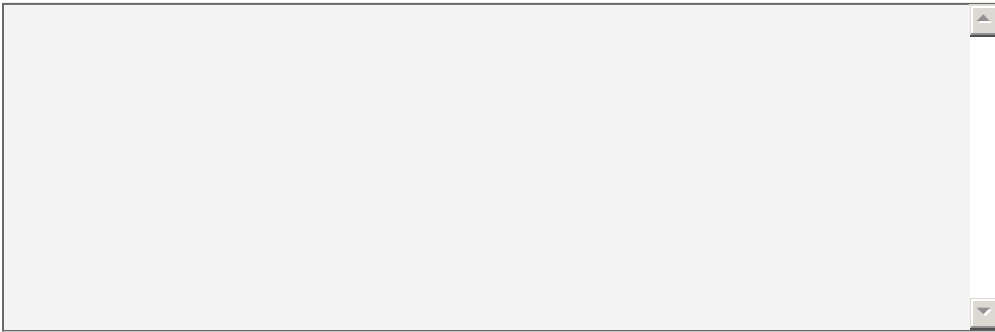
What is your average customer satisfaction rate?

- 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

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
- 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) and/or comments



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

Comments, if needed

Technology

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

ACD system	<input type="text"/>
IVR/VRU system	<input type="text"/>
CRM system	<input type="text"/>
Call recording system	<input type="text"/>
Call monitoring system	<input type="text"/>
Workforce management system	<input type="text"/>
Email/chat management system	<input type="text"/>
Training technologies	<input type="text"/>
Speech Analytics	<input type="text"/>
Text Analytics	<input type="text"/>
Other call center technology	<input type="text"/>

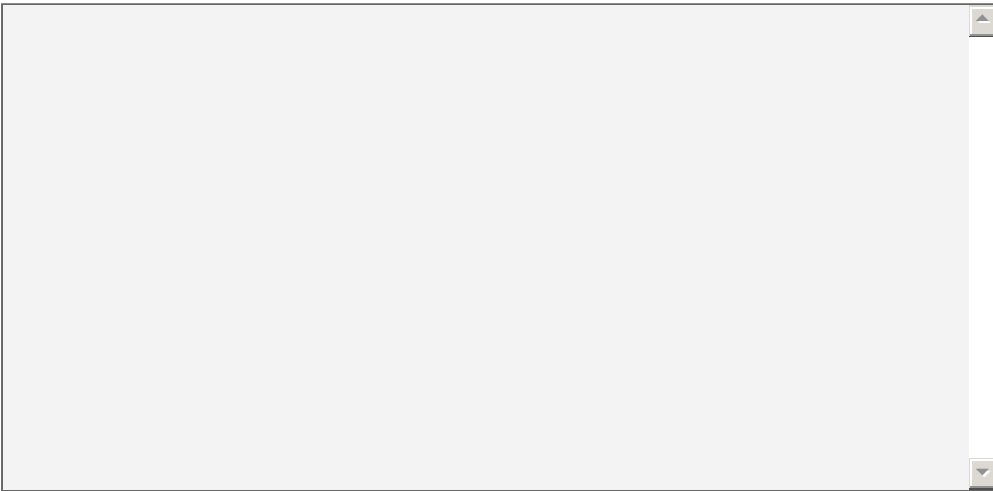
How do you use technology to support your call center's mission?

For Technology Silver Award consideration: Describe briefly an instance in 2011 in which technology was added or an existing technology leveraged to the call center and/or the organization's benefit.

For Technology Silver Award consideration: How was this technology selected or developed? If applicable, describe the team structure behind it (e.g. how the project team was created, did you work with IT, etc.)



For Technology Silver Award consideration: Please describe your contact center's performance before you implemented this technology versus its performance after implementation. Were your goals and objectives objectives met?



Quality Monitoring and Coaching

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

Yes

No

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

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

- Email/chat transcript monitoring
- Real-time remote listening
- Call monitoring scoresheet that measures both foundation and finesse
- Customer feedback/ratings are incorporated into quality monitoring scores
- Call recording
- Guidelines are documented for all lines on the scoresheet
- All coaches have received formal coaching skills training
- Side-by-side call observations
- Mystery shopping calls
- 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

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 calls are coached with agents?

- Only calls where the agents made significant errors
- Only calls where the agents made any errors
- All calls that were reviewed and scored

Other (please specify)

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

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

- Yes
- No

If yes, examples:

For Quality Silver Award Consideration: What is it that makes your center's Quality program stand out?

Workforce Management

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

- Dedicated WFM resource(s)
- Forecasting workload
- Developing agent schedules
- Developing call center budget/staffing requirements
- Day-to-day real time management
- 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 (i.e., off phone workload)
- Workload is so stable and predictable we do not forecast

Other (please specify)

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 call volume for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast average talk time for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forecast average after call work 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)

Multichannel

**Besides phone, what other contact channels does your call center handle/manage?
(Check all that apply)**

- Email
- Chat
- Web calls
- IVR
- Web self-service
- Fax
- Mail

Other (please specify) and/or comments

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

- Yes
- No
- N/A

Social Media Strategy

Please briefly describe your call center's role in your organization's social media strategy.

Testimonial

Statement from manager accountable for day-to-day operations in the call center. Explain the reasons for your call center's success.

Please provide contact information for the manager providing the testimonial.

Name:	<input type="text"/>
Title:	<input type="text"/>
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"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

Almost done!

When you have completed all of the questions in this online form, go to the next page and click on "Done" to submit your application for the 2012 ICMI Global Call Center of the Year Award.

DON'T FORGET: In addition to this form, you must submit the video tour of your call center, your application fee, and your publicity waiver form, by no later than midnight Eastern Time on Friday, February 3, 2012. (For details on video submissions, the application fee and the publicity waiver form, [click here](#))

If you have any other information to submit as part of your application, it must be received by 11:59pm Eastern on Friday, February 3, 2012.

Submit supplemental materials electronically to awards@icmi.com

Are you submitting supplemental information?

- Yes
- No

Thank you!

Thank you for submitting your application for the 2012 ICMI Global Call Center of the Year Award. Don't forget to also submit the video tour of your call center, submit your publicity waiver, and complete the payment process for the \$75 (US) application fee.

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