



CUSTOMER SERVICE AWARDS

Awards Methodology

Introduction

The Zambia Customer Service Awards are organised and managed by the Zambian Chartered Institute for Customer Management in partnership with various stakeholders in the service industry. The ZCICM is the sole Institute specialising on the customer in Zambia for call centres and customer service professionals and industry; it was founded with the following initial customer service objectives:

- To promote customer service as a profession and to improve the level of its practitioners' professionalism through assessment, accreditation and certification. Recognition of members' professional standing is provided through the Service Awards thus improving the pride, motivation and self-esteem of customer service professionals.
- To provide people working directly or indirectly in customer service (Public or Private sector), with the education and professional standards that will enable them to reach their full potential in their chosen field.
- To develop and promote the Zambia Customer Service Standards (including a customer charter), which will help organisations develop and sustain a customer ethos through improvements to the design, delivery, quality and effectiveness of customer service strategies, policies and systems.
- To improve knowledge of the components of customer service excellence through the Zambia Customer Service Awards, research, training and development programmes, publications, conferences and customer focus groups.
- To provide a voice for customer service professionals and enhance the status of these individuals and customer service issues via the media and public education forums.

With customer expectations continually rising, the wider community is becoming aware of the value and role that Customer Service plays in achieving business success. This highly demanding area is arguably the critical success factor for many organisations and the country at large. For this reason it is important that the country has its own National Customer Service Awards to recognise, promote and reward excellence, professionalism and outstanding achievement in all sectors.

Reasons to enter:

1. Fair and unbiased - we don't invite consultants, sponsors or vendors to help judge - the awards are judged by the local and international industry professionals and academics.
2. Every awards entrant who participates receives benchmarking data from the entire group

3. Entering helps you streamline your strategy and focus on what you do best as well as learn what you can improve
4. Awards for individuals within your organisation and the organisation as a whole mean you have opportunities to recognise every aspect of your operation
5. All entrants will be ranked and receive an official ranking showing their relative position in the industry.

Benefits

- Recognition of participating organisation's achievements in Customer Service, increasing and enhancing its credibility and image in the market place
- Increased customer perception and confidence in dealing with the organisation
- Continuous improvement opportunities and benchmarking of the organisation's Customer Service efforts through CSA's comprehensive CRM Benchmarking program
- Greater focus on Customer Service throughout the entire organisation
- Increased morale at all levels of the organisation

Awards categories

2018 Categories

Entries are now open (June 2018) for the following categories for this year's awards. Entries close on the 30th of September 2018. All organizations and individuals actively in the consumer facing industry involved in the delivery of customer service are entitled to enter the Awards, provided that all award conditions are satisfied.

1. Best in Class

Nominations for the Most Customer Centric Organizations in the following service sub sectors will be awarded.

• Hospitality sector • ICT and Telecoms • Internet Service Providers • Media (Digital, Print, Multimedia) • Courier Services • Banking & Financial Services • Public Sector, Local Authorities & Utilities • Healthcare & Pharmaceutical • Transport (air, rail, road) • Retail & Fast foods • Education Insurance (General, Life, Finance, Health etc.) • Automobile industry (Vehicle Servicing, Assembling, Sales) • Security • Professional Services (Consultants, Agencies, Advisors etc.)

Awards are given to any company in the respective services sub sectors above.

The judges are looking to see:

- An understanding of why customer service is important to companies in the respective sectors
- A clear customer service strategy that has put the customer at the centre of the business
- Evidence of how the team/organization has tackled the challenges unique to the sector
- Innovative thinking
- Effective processes for handling complaints and how customer feedback is used to improve service

2. Specific Awards

- **Best Application of Technology to Improve Customer Experience**

This Award is open to any organization that has successfully applied technology as part of an overall strategy to improve its customer service and satisfaction offering. Technology can be new, existing or applied in an innovative way to give competitive advantage. Judges will seek evidence of the solution that the technology has provided and how the integration of the technology is measured as successful.

- **Customer Commitment Award (two awards for SME & Large Enterprises)**

This Award is open to any new or existing organisation that has differentiated itself through a well-communicated customer commitment. Judges will look for evidence of the execution of a customer oriented culture showing a consistent commitment to customer service excellence.

- **Customer Service Innovation of the Year**

This Award is open to any organisation that has instigated a new and innovative way of improving its customer satisfaction ratings. Innovation can be a product, service, software or process which enhances the overall customer experience and that has definite business benefits. Entrants will need to present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

- **Best Use of Social Media to Improve Customer Experience**

This award is for companies who have a clear and defined Social Media policy, including all Social Media platforms such as Twitter, Face Book, LinkedIn and Google+

The Judges will be looking for:

- A clear understanding of why and how your customers use social media.
- Innovation and creativity in the way social media channels are used.
- Clear KPI's within your social media policy IE: How long it takes to get back to your client Via a Tweet.
- Evidence of your team/individual going the extra mile – giving the WOW factor.
- How social media has changed customer service within your business?

- **Efficient Utilization of Multichannel Support**

This Award is open to any organization that has efficiently used multichannel support as a way of improving its customer experience. Support channels can be call centres, walk in centres, social media, web chat, emails etc., and the organization should demonstrate a coherent and cohesive multichannel system that enhances the overall customer experience and that has definite business benefits. Entrants will need to present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

- **Contact Centre of the Year**

This category is open only to contact centres.

Judges will be looking for:

- The ways in which the call centre has used its size to achieve extraordinary things for customers and staff

- Robust people processes that make the centre a pleasure to work for, with evidence of staff motivation and effective training, coaching and development
- A people-centric environment with effective communication vehicles
- A clear understanding of the call centre's role within the business at all levels, with appropriate resources and systems in place to ensure on-going success
- Evidence of the positive impact of the centre on the company as a whole
- Evidence of the positive impact of the centre on the company as a whole
- High service levels supported by mystery shopping findings

- **Service Quality Award**

This award is primarily intended for, but not limited to the Manufacturing sector and is given in recognition of outstanding service in the area of Service Quality and adherence to quality standards for the benefit of the consumers. The Service Quality Award is given in recognition of consistent and reliable quality assurance where the provision of goods in Zambia is concerned.

3. Individual Awards

Finalists will be subject to scrutiny to verify submitted achievements, they may be required to undergo a video interview.

- **Customer Service Strategic Leadership Award**

This Award is open to any Chairman, CEO, Board Director or senior individual who has demonstrated exceptional leadership and vision in the field of customer strategy serving as an inspiration to others. Judges will require evidence of vision, leadership, communication and successful outcomes from the deployment of developed strategies. Entrants for this category can be nominated by their organizations peers or colleagues.

- **Customer Service Leader Award**

This category is open to senior customer service professionals only and must be at any Managerial level. They must be the voice of the customer in their company and have influence over the customer service strategy of the organization.

Judges will be looking for:

- Evidence of lateral and innovative thinking in boosting the customer experience
- An uncanny knack of keeping the concerns of the customer at the top of the boardroom agenda, which has the respect of other senior managers
- A conspicuous and sustained interest in customer feedback
- Strong communication skills and evidence of good managerial practices, including teamwork, motivation, and support

- **Customer Service Personality of the Year**

This award is open to any Customer Service professional who deals directly with customers every day and maintains customer experience over the phone, online or face to face.

The Judges will be looking for a person who:

- Has had a big impact on the customer service operation as a whole
- Understands their place in the company and why it's important for them to do a great job
- Has an obsession with making life better/easier for customers
- Shows evidence of innovative thinking and clear communication with colleagues
- Continually outperforming set targets
- Has an ambition to make continuous improvements

- **Technical Support team of the Year**

This category is open to a back office, or internal facing team that does not often come into direct contact with the company's customers.

The judges are looking to see:

- Examples of when your team have delivered 'above and beyond' in order to provide the high standards of customer service
- Innovation and initiative when trouble shooting or problem solving
- Evidence of strong communication both between the team and with their clients
- Demonstrable teamwork and mutual support
- Evidence of how the team's work and innovations have improved the performance of the business areas they support

- **Customer Experience Team of the Year**

This award is open to any Customer Service team who works with their customer over the phone or face to face

Judges will be looking for:

- An understanding of the team's place in the organisation as a whole and how its performance impacts on business objectives
- Clear communication between team members and a willingness to help each other
- Evidence of the team going the extra mile to help customers
- Evidence of how the team has improved the customer experience (e.g. feedback surveys, statistical data etc.) and of the team's impact on the performance of the operation as a whole (e.g. sales performance).

- **Most improved Enterprise of the year**

This category is open only to government departments, local authorities, parastatals, 100% state owned enterprises and SMEs who are making headways in service delivery.

Judges will be looking for:

- An effort by the respective organization to improve the general public's experience regardless of mandate
- Evidence of the organization going the extra mile to help the general public acquire a great service
- Evidence of how the organization has improved the customer experience (e.g. feedback surveys, statistical data etc.)

Award Submission Guidelines

Organisations

A company can enter into one or all the awards categories provided they have the requirements for entry. The following criteria highlight a number of key elements which should be present in each awards submission. Whilst the judges will expect some information from each organization, this criteria is provided as a guide only. Submissions should be no longer than 2500 words. Information provided by applicant will also be verified by independent auditors. Applicants are required to provide a hard copy OR an electronic copy.

All Submissions should be emailed to info@zicama.com or awards@zicama.com, by the 15th of September 2018.

The submission should one way or another contain the following self-evaluation key elements. Please note, this is just a guide. You may choose to, or not to use this criteria or even submit anything. The better you present your submission the more competitive your nomination will be.

Background

The brief company's history in line with service delivery, vision, values, mission, customer service charter.

Products

Any special products or services developed distributed, manufactured or promoted by the company – and how these products or services, are marketed and sold. How the effective design of products and services make good customer service possible. Also explain how supporting services are being used to ensure customer convenience and exceptional customer experience

Company Philosophy

The aim and vision of the company, particularly with regard to customer service, risk taking, continuous research and development and total quality management, certification with any local or international standards board,

Management and Leadership

- What management techniques are used, a look at employee relations and the managerial style of the company.
- What is the mission, philosophy or guiding principle that directs your approach to customer service?
- What is done at all levels to develop and promote this approach? Comment on the degree of organisation-wide commitment to Customer Service.
- What strategies exist to promote communication both internal and external, between staff and customers, up and down and between functional groups, to ensure sharing of common information, new ideas and feedback?
- How does the organisation communicate about itself to the general community?
- How is the vision for Total Quality Service articulated and motivation for continuous improvement maintained?

Information and Analysis

- What Customer Service research is undertaken by your organisation and how frequent?
- How are the current requirements of customers identified? What research is undertaken to predict the future needs of customers?
- How benchmarks were obtained and set? What reporting systems were required?
- How planning was important to your overall success?

- What performance indicators have been set and monitored?
- How is data collected and disseminated?
- How are your management and business practices supported by fact based measurement systems?

Technology

- Explain the technology if any being used to compliment your service/product offering and to enable customer service provision a convenience.
- If you have a call center or a switchboard explain briefly your average ring time, holding time.

People

- What training and development programs exist to drive development in Customer Service at all levels of the organisation?
- How frequent do you train your staff?
- How does the organisation recognise and reward staff in relation to Customer Service?
- How has the workforce been involved in developing strategies for success? What areas were identified by employees to improve the company's operations?
- Is the workforce committed to excellence? How have improvement teams been formed and momentum maintained?
- How was training used to change workplace culture and build awareness?

Problem Solving

A look at the problems associated with the introduction of a Total Customer Satisfaction philosophy and how these challenges were overcome. What have been the costs and benefits of your experience?

Innovation and Improvement

- What systems and processes exist to promote on-going Customer Service improvement across the organisation?
- What processes exist to optimise employee participation in the development of excellence in Customer Service? How is quality promoted?
- How are standards maintained and improved? What system improvements have occurred to support people delivering service? It would be great to include examples of actual or planned innovations to improve Customer Service. The examples could be used to demonstrate some special characteristics of your organisation.
- Developing and implementing innovative systems, procedures, or techniques that reduce costs, eliminate paperwork, enhance efficiency, and contribute significantly to quality service to customers.

Responsiveness

- How does the organisation encourage, process and use customer and employee feedback?
- Briefly outline your complaint handling process
- What recovery mechanisms and authority do staff have to solve customer problems?
- Operating hours and after hours backup support (where applicable)

Customer Satisfaction and Results

- How does the current performance of your organisation compare with its history and other similar organisations? Supporting evidence of customer satisfaction with the goods and services provided by your organisation would enhance your chapter. This could be in the form of anecdotes, examples or even statistical analysis. Evidence that shows the process of improvement over time would be useful i.e. 2014 first half versus 2018 first half.

Philosophy

Your company's philosophy on success, excellence, adoption of global best practices and world class performance.

Individual Awards

A brief write up of not more than 500 words which include the following:

The Executive's/ Director's/Manager/ Personality's Philosophy

- Philosophy on success, excellence, adoption of global customer service /call centre best practices and world class performance.

Management and Leadership

Achievements

Support for external customer improvement initiatives

Involvement of all staff in customer service and service delivery

Name and designation of the nominee and of the person/organisation who nominated

Overview of the award process

- 1 **Open for Applications** ➡ Applications and Nomination can be submitted online or physically from the 15th of June 2018
- 2 **Application Deadline** ➡ 15th September 2018
- 3 **Submission criteria – Self assessment** ➡ Participants must highlight a number of key elements which should be present in each awards submission
- 4 **Business Case Presentations** ➡ Award Participants have the opportunity to present their business case at the Adjudicating team that is only open to the participants of the Customer Service Excellence Awards
- 5 **Stage One Screening** ➡ Stage One shortlist of applicants are notified
- 6 **Mystery Call/Shopping** ➡ Mystery calls will be made to the nominated organisations. For service centres, mystery visits will be made, and for confidential centres, a site visit will be made
- 7 **Stage Two Screening - Onsite Assessment** ➡ Applicants' data, self-assessment, mystery call/shopping findings with onsite assessment will be referenced to the **Adjudicating Team** to establish use of Best Practices. Site visit Q&A Session to double check and clarify self-assessment details.
- 8 **Public voting via the internet** ➡ General public and customers of the participating organizations will have the opportunity to vote for their company. Votes will contribute towards the overall score of the company ranking.
- 9 **Winner Selection** ➡ Winners are selected based on the above score card assessment results by the Judging Panel of experts.
- 10

- 11 **Auditing by Appointed Auditing committee** ➔ All the results and will be audited by an appointed private Auditing committee to make sure the results are accurate and free from bias.
- Review of audited Results** ➔ The Audited results will be sent back to the adjudicating team for review.
- 12 **CSA Ceremony Trophy Presentation** ➔ Awards will be awarded to the winners at the Awards Dinner Ceremony on the 6th of October 2018
- 13 **Press Release & Publication of Newspaper Supplements** ➔ Winners will be invited to contribute and support a special newspaper supplement. Interview opportunity would be provided to the winning companies

The Judging Process

The Judging Committee consists of captains of industry, academics, and professional's actively involved in the customer service profession. The key stages that the national judging Committee undertakes in the evaluation process for each category are:

- Individual evaluation of submissions by members of the judging committee
- Site visit by an *auditing committee* to clarify elements of the submission by auditing it against the set criteria.
- Counting of online votes
- Judging Committee reviews results and selects winners, high commendations and encouragement awards in each category.
- Winners receive prizes at the Customer Service Awards ceremony

Judging Criteria

The adjudicating team will use Mystery shopping, Self-evaluation and public polls as the judging criteria. Each of the components will carry weights which will be determined by the adjudication committee. For self-evaluation the adjudicating team (appointed auditing committee) will visit participants to make sure they practice what they submitted in the self-evaluation submissions. Mystery shopping will be done anonymously and public polls will be conducted electronically online.

- **Mystery Call/Shopping**

Mystery shoppers will look at all aspects of the service provided in terms of staff interaction and the range of services on offer as appropriate to the needs of customers.

The mystery shopper will pay particular attention to –

- The initial impact of the business.
- Physical evidence i.e. ambience, environment of service centres or customer touch points etc.
- How the staff interacts with customers and enhance the customer experience.
- How the business exceeds customer expectations.
- How the services provided delight the customer.

i. First Impressions

Standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity;

ii. Customer Awareness

Acknowledgement of customers by staff: welcome; staff availability and presentation

iii. Services

Range of services on offer, relevance to customer requirements; availability and accessibility of services to customers; comfortable environment;

iv. Customer Care

Product knowledge; efficiency; customer service, customer interaction, information giving and selling skills; friendliness; willingness to help

v. Overall Experience

The customer experience; lasting impressions

- **Self-Evaluation Submissions**

Organisations will be judged according to the self-evaluation submissions on key elements as stated above. This applies to any organisation that can demonstrate their focus on customer service including government, not-for-profit and for-profit organisations of all sizes and across industry. Organisations seeking to maximise the value of their customer relationships should apply the four key components to their business operations. Organisations applying in each of the award categories will be asked to demonstrate:

- Approach to each of the attributes outlined above
- The breadth and depth of the deployment of each approach
- Results flowing from the approach and deployment
- The level of involvement of customers in the strategic decision making of the organisation
- Evidence of continuous review and improvement against the Standard's criteria

- **Public Surveys**

Public polls will be taken as is and will contribute a weighted index in the adjudication process. The public will be asked to vote for the best companies in each sector and the overall winners.

Category of entry

Entries should be nominated in the most appropriate category. However, the Judging Committee reserves the right to move entries into a category other than that entered if deemed more appropriate. The Judging Committee may decide to present two awards in a particular category. The Committee may also elect not to present an award if entries in a particular category are deemed not to be of a high enough standard.

Timing

The Judging Committee will review individual and organisation activities and outcomes between the period July 2018 and August 2018 in evaluating entries.

Organizer's decisions

Decisions of the organisers, their representatives and judges are final. All information concerning those decisions is private to the organisers and will be released solely at their discretion. The organisers reserve the right to not consider an entry for any reason. They also reserve the right, at their discretion, to cancel or change the awards program or process if they determine that the integrity of the competition is or has been undermined.

Conflict of interest

Judges are bound by the Awards criteria. Judges are required to declare any interest in entries over which they deliberate and to disqualify themselves from deliberations concerning those entries.

Limit on organizers' responsibility and liabilities

No responsibility is accepted for the entry or disqualification of any entrant.

Withdrawals/disqualifications

There will be no guarantee of action for disqualified entries or withdrawals after the closing date.

Marketing and promotion of the awards

The marketing and promotion of the awards rests solely on the organizers and certified partners.

Confidentiality

Information provided by applicants in their submissions is treated as confidential and is not released without approval of the participating organisation.

Representative details

Entrants must provide the name and telephone number of a representative who may be contacted to provide clarification or further information.

For more information about this event or about our comprehensive range of services, membership, call centre and customer service consulting and management coaching services, trainings, conferences and seminars please contact us on:

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Zambian Chartered Institute of Customer Management (ZICIM)