

# Your Contact Center Quality Deserves Recognition

Dear Contact Center Professional:



The “MVP Quality Award” is an annual award bestowed by *Customer Inter@ction Solutions*<sup>®</sup> magazine on participants in the contact center industry for their consistent, unparalleled demonstration of and commitment to quality, excellence and the highest ethical standards. Gold, silver and bronze awards will be issued in various categories. Each entry is judged by a panel of experts from *Customer Inter@ction Solutions*<sup>®</sup> magazine’s editorial staff.

### What’s The Value Of Applying For This Award?

Your efforts to maintain a truly *quality* contact center operation should not be kept secret. By applying for *Customer Inter@ction Solutions*<sup>®</sup> magazine’s “MVP Quality Award,” you send a clear message to your staff that your company’s commitment to quality really matters, and that the staff’s hard work in maintaining high ethical standards deserves recognition. Let them know you are applying! Even if your program is not selected this year, this award provides a goal toward which everyone in your company can strive to win next year.

### The Benefit Of Receiving The “MVP Quality Award”

Companies chosen for *Customer Inter@ction Solutions*<sup>®</sup> magazine’s 2004 gold, silver and bronze “MVP Quality Awards” will be highlighted in an upcoming issue of *Customer Inter@ction Solutions*<sup>®</sup> magazine.

In addition, receipt of the award can be highlighted in all of your company’s promotional and advertising materials, and it will serve as a testament to excellence when communicating with prospects and clients.

### How To Apply

To be considered for *Customer Inter@ction Solutions*<sup>®</sup> magazine’s “MVP Quality Award,” you must:

Fully complete the enclosed application;

Answer **all** questions;

Precisely follow the essay guidelines;

Provide the names and contact information of two (2) customers who can verify the submitted information;

Agree to allow *Customer Inter@ction Solutions*<sup>®</sup> magazine staff to publish the information provided; and

Submit all materials, along with your nonrefundable \$1,000 entry fee, postmarked no later than **December 17, 2004.**

*Sincerely,  
Tracey Schelmetic  
Editorial Director*

**We can accept only one entry per company.**

2004 *Customer Inter@ction Solutions*<sup>®</sup> magazine “MVP Quality Award” Customer References. The following list of two (2) customers may be contacted to verify the quality of our teleservices efforts:

1.

\_\_\_\_\_  
Company Name  
\_\_\_\_\_  
Street  
\_\_\_\_\_  
City/State/ZIP  
\_\_\_\_\_  
Phone/E-Mail  
\_\_\_\_\_  
Contact name  
\_\_\_\_\_  
Title  
\_\_\_\_\_  
Relationship to our company (type of service rendered)

2.

\_\_\_\_\_  
Company Name  
\_\_\_\_\_  
Street  
\_\_\_\_\_  
City/State/ZIP  
\_\_\_\_\_  
Phone/E-Mail  
\_\_\_\_\_  
Contact name  
\_\_\_\_\_  
Title  
\_\_\_\_\_  
Relationship to our company (type of service rendered)



# CUSTOMER INTER@CTION *Solutions*® 2004 “MVP QUALITY AWARD” APPLICATION

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
 Name of Person Submitting Application \_\_\_\_\_

In the event our company is a winner of the “MVP Quality Award,” we hereby authorize Technology Marketing Corporation (publisher of *Customer Inter@ction Solutions*® magazine), at the publisher’s sole discretion, to publish the furnished information, whichever portion it deems appropriate, in an upcoming issue of *Customer Inter@ction Solutions*®.

We agree to allow *Customer Inter@ction Solutions*® staff to visit our telemarketing center/facility, on an appointment basis, to verify the information provided.

We verify that all supplied information is true and agree to hold Technology Marketing Corporation (publisher of *Customer Inter@ction Solutions*® magazine) and its staff harmless from any and all claims that may arise from our falsification or misrepresentation of information, or inaccuracy contained within any part of this “MVP Quality Award” submission.

We have enclosed our nonrefundable \$1,000 application fee, made payable to Technology Marketing Corporation. We understand that all application materials become property of *Customer Inter@ction Solutions*® magazine and will not be returned.

Authorized signature \_\_\_\_\_ Title \_\_\_\_\_  
 (Company president preferred)

Print authorized Name \_\_\_\_\_ Date \_\_\_\_\_

Send all materials within a pocket-type folder to:  
**Customer Inter@ction Solutions**® magazine  
 MVP Quality Award  
 One Technology Plaza  
 Norwalk, CT 06854 USA  
 Attn: Tracey Schelmetic

The applicant will indemnify and save Technology Marketing Corporation harmless from and against any loss, expense or other liability, including attorney’s fees, resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of the application for *Customer Inter@ction Solutions*® magazine’s MVP Quality Award.

Please answer all of the following questions to qualify for *Customer Inter@ction Solutions*® magazine’s “MVP Quality Award.” Answer N/A if a question is not applicable to your operation.

1. Are you applying as:  an in-house contact center or  as an outsourced service provider?
2. The program described in my essay is: 2a)  Business-to-Business  Business-to-Consumer  
 2b.  Inbound (telephony-based)  Outbound (telephony-based)  Integrated Inbound/Outbound (telephony-based)  Web-based  Integrated Telephony/Web enabled
3. How late in the evening will your company make outbound telesales calls to consumer residences, if applicable? \_\_\_\_\_ p.m.
4. Does your company use predictive dialing technology for outbound calls?  Yes  No  
 4a. If yes, what is the acceptable abandonment rate? \_\_\_\_\_
5. How do you verify sales \_\_\_\_\_
6. Overall, for all campaigns in your contact center, what percentage of your contacts are: outbound (live) \_\_\_\_%  
 inbound (live) \_\_\_\_% interactive (IVR) \_\_\_\_% Web chat \_\_\_\_% e-mail \_\_\_\_%
7. What is the average “wait” time (where voice mail/response is not used) for inbound callers before connecting with a representative? \_\_\_\_\_ seconds/minutes.  
 7a. If voice mail/response is used, does an inbound caller have the option to immediately connect with a representative?  Yes  No
8. If e-mail services are provided, what is the average response time? \_\_\_\_\_
9. What year did your contact center begin operations? \_\_\_\_\_
10. Number of workstations: inbound \_\_\_\_ outbound \_\_\_\_ blended \_\_\_\_
11. Total number of agents (full-time and part-time): inbound \_\_\_\_ outbound \_\_\_\_ blended \_\_\_\_
12. Average volume your center makes or receives each week from:  
 number of weekly calls \_\_\_\_\_ number of weekly e-mail \_\_\_\_\_  
 number of weekly Web chat sessions \_\_\_\_\_  don’t know
13. Percentage of corporate annual revenues derived as a third-party outsourcer: \_\_\_\_%
14. Do you provide channels for:  e-mail  Web chat  Web callback  Web callthrough



## **CUSTOMER INTER@CTION Solutions® 2004 “MVP QUALITY AWARD” ESSAY**

Answer all questions with bulleted points. Use no more than **five** bullets for each question.  
**The Essay may be no longer than 20 pages maximum.**

1. Specifically state your policies on quality and your company's philosophy/motto on quality.
2. Explain how quality has evolved in your contact center, how it is sustained and how it is measured.
3. What do you do for customers that gives them the impression of quality and high ethical standards?
4. What elements make it easy to do business with your firm (800 lines, warranties, guarantees, free delivery, etc.)?
5. How do you measure customer satisfaction?
6. How do you handle complaints from your clients' customers?
7. What do you do to demonstrate your commitment to staff quality, i.e., training, motivational techniques, etc.?
8. What is special or unique about your staff that contributes to quality?
9. Include specific information on the types of technologies you use to enhance quality (you may include brand names).
10. What are your monitoring practices?
11. Describe all efforts made to make your work environment more stress-free and ergonomically correct.
12. Describe all efforts to promote the quality image of teleservices to the public.
13. How do you ensure a consistent message of quality across various contact channels?
14. Detail a specific program and explain the program's goal (image enhancement, new accounts, customer retention, fund raising, goodwill, etc.) and the audience reached.
15. What implementation tactics and strategies were used to accomplish the goal?
16. Provide quantifiable results (either at program end or to-date). Explain how results were tabulated and how the quality of the program was gauged.

