



BRIEFING TEMPLATE KORPORAT PROGRAM

The Best Contact Center Indonesia 2019

LOMBA KORPORAT PROGRAM



OPERATIONS



BUSS CONTRIBUTION



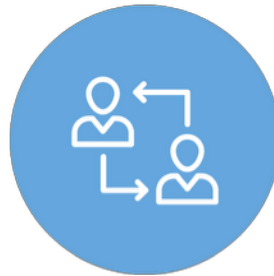
TECH INNOVATION



DIGITAL MEDIA



PEOPLE DEVELOPMENT



EMPLOYEE ENGAGEMENT



CUSTOMER EXPERIENCE



JADWAL PELAKSANAAN

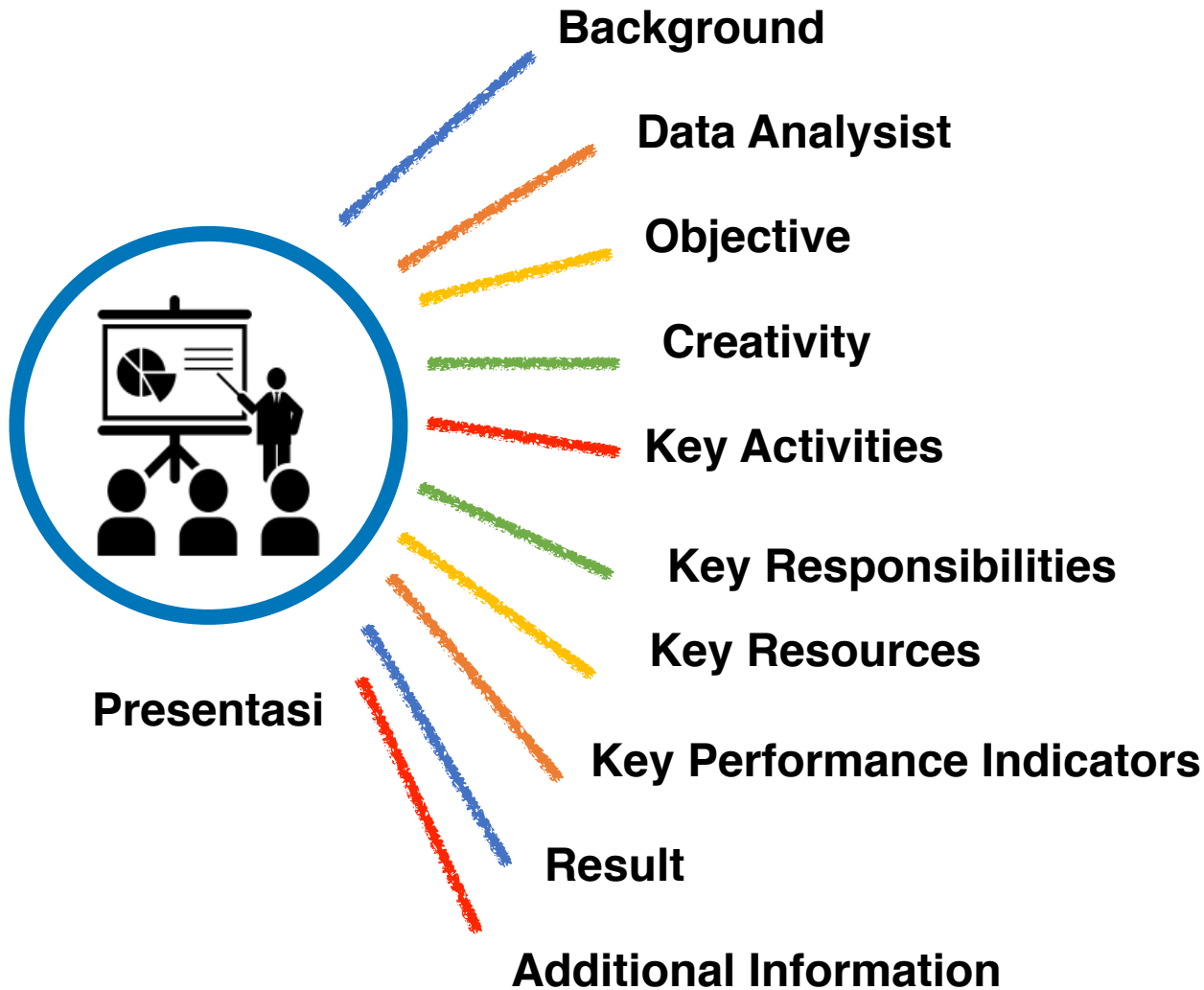
Date	Day	Activities	
4 Sep	Wednesday	Judging ICCA Corporate	
5 Sep	Thursday	Judging ICCA Corporate	
6 Sep	Friday	Judging ICCA Corporate	
7 Sep	Saturday	Judging ICCA Corporate	
8 Sep	Sunday	Fun Walk (Car Free Day) & Site Visit or Cultural Tour	
9 Sep	Monday	Conference, Judging APAC Manager	Networking Dinner Committee, Judges and Leaders
10 Sep	Tuesday	Conference, Judging APAC Corporate & Sharing Judges	Gala Dinner

PEMBAGIAN RUANGAN



Categories	4 Sep	5 Sep	6 Sep	7 Sep	Max Peserta
CC Operations	8	8	7	8	31
Business Contribution	8	8	7	8	31
Customer Experiences	-	8	7	8	23
Employee Engagement	4	4	4	4	16
People Development	4	4	3	4	15
Technology Innovation	4	4	4	4	16
Digital Media	4	4	3	4	15

MATERI PRESENTASI PROGRAM





BUSINESS CONTRIBUTION

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INSTRUCTION

- This template should be used Only for The Best Business Contribution category.
- Template can be modified, subject to your company template or regulation.
- Please do not change the sequence of content to avoid misunderstanding of evaluators.
- All information and data that presented have to be in period of Jan to Dec 2018 or Jul 2018 to Jun 2019.
- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

Campaign program to increase referral, revenue or profit from contact center (Order Taking, Reservation, Telemarketing, Sales & Marketing)

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

2. DATA ANALYSIS

- Please include data analysis and trends including tables or graphics as supporting information to execute the program.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this business contribution program. It should be relevant to contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful program such as detail concept of this business contribution program, selection of products, target customers or prospect, relationship and channels.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of agent, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program.
- Please include key performance indicators as comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

JUDGING GUIDELINES



NO.	PARAMETER	%
1	BACKGROUND	2.5%
2	DATA ANALYSIST	5%
3	OBJECTIVE	10%
4	CREATIVITIES	17.5%
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7	KEY RESOURCES	10%
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9	RESULT / ACHIEVEMENTS	15%
10	ADDITIONAL INFORMATION	2.5%
	TOTAL	100%



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CUSTOMER EXPERIENCES

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INSTRUCTION

- This template should be used Only for The Best Customer Experiences category.
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- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

Customer Satisfaction, Customer Relationship, Customer Experiences and Customer Engagement

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

2. DATA ANALYSIS

- Please include data analysis and trends including tables or graphics as supporting information to execute the program.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this customer experience program. It should be relevant to contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful program such as detail concept of this customer experience program, target customers, customer journey, relationship and channels.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of agent, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program.
- Please include key performance indicators as comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS

- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

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TECHNOLOGY INNOVATION

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INSTRUCTION

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- Please do not change the sequence of content to avoid misunderstanding of evaluators.
- All information and data that presented have to be in period of Jan to Dec 2018 or Jul 2018 to Jun 2019.
- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

New Application, Technology Improvement
and utilization of technology

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

2. DATA ANALYSIS

- Please include data analysis and trends including tables or graphics as supporting information to execute the program.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this technology innovation program. It should be relevant to contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful technology implementation such as detail concept of this new technology, new features, and benefits to users.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of employee, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program.
- Please include key performance indicators as comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

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DIGITAL MEDIA

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INSTRUCTION

- This template should be used Only for The Best Digital Media category.
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- All information and data that presented have to be in period of Jan to Dec 2018 or Jul 2018 to Jun 2019.
- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

New Media, Mobile Apps, Chat, Social Media Services or Digital Campaign

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

2. DATA ANALYSIS

- Please include data analysis and trends including tables or graphics as supporting information to execute the program.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this program. It should be relevant to contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful digital media implementation such as detail concept of this new digital media, selection of products, target customers, relationship and channels.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of employee, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program.
- Please include key performance indicators as comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

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EMPLOYEE ENGAGEMENT

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INSTRUCTION

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- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

Award, Reward Program & Incentives,
Engagement (Participation)

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, employee demands and feedback from employee satisfaction survey, employee risks or challenges.

2. DATA ANALYSIS

- Please include data analysis of employee satisfaction survey or feedback including tables or graphics as supporting information to execute the program.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this employee engagement program. It should be relevant to employee of contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful program such as detail concept of this employee engagement program, participation to support corporate strategy, relationship to customer and community.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of employee, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program such as retention rate or turnover rate.
- Please include employee satisfaction survey or employee engagement result comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

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PEOPLE DEVELOPMENT

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INSTRUCTION

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- Estimated time to present, include Question and Answer is 45 minutes per categories.



COMPANY NAME

contact center brand



PROGRAM

Training and People Development,
Certification, Career Path

1. BACKGROUND

- Please explain the background and analysis of the program, such as business opportunities, corporate strategy, employee demands and feedback from employee satisfaction survey, employee risks or challenges.

2. DATA ANALYSIS

- Please include data analysis of employee satisfaction survey or feedback including tables or graphics as supporting information to execute the program.
- Please provide career path for employee in contact center include job profile, competencies and job grade/level.

3. OBJECTIVE

- Please describe the key objectives and targets as achievement for the successful execution of this people development program. It should be relevant to employee of contact center and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements to create a successful program such as detail concept of this people development program, certification of contact center employee, career path to support corporate strategy.

5. KEY ACTIVITIES

- Please list down type of activities and timeline execution of the program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor (man-days) or number of employee, technology and cost.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program (at least retention rate or turnover rate).
- Please include employee satisfaction survey or employee engagement result comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).

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THE BEST OPERATIONS

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INSTRUCTION

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COMPANY NAME

contact center brand



PROGRAM

Service improvement, quality management, business process improvement, expansion capacity or type of services.

1. BACKGROUND

- Please provide your company vision and mission and alignment with contact center objectives.
- Please explain the background and analysis of the program, including the opportunities, risks or challenges.

2. DATA ANALYSIS

- Please include data analysis includes tables or graphics type of customers, type of services and channel of services as supporting information of the program.

3. OBJECTIVE

- Please provide key objectives and indicators to measure the success of contact center.
- Please describe the objectives, targets and indicators to be achieved for the implementation of this program.

4. CREATIVITIES

- Please describe the detail concept of this service improvement, service delivery innovation, quality improvement or additional coverage of benefits to customer.
- Please describe quality management methodology and compliance to maintain high quality of services.
- Please describe key initiatives to communicate contact center services both internal and external.

5. KEY ACTIVITIES

- Please describe the type of activities and timeline of implementation of this program.

6. KEY RESPONSIBILITIES



- Please describe the role and responsibilities of the contact center and partners in the implementation of this program.

7. KEY RESOURCES

- Please describe the required resources to execute this program, in terms of labor, technology and cost.
- Please provide organizational chart of your contact center, include the ratio of team leader, quality assurance, and desk control to agent, ratio supervisor to team leader and ratio manager to supervisor.
- Please provide the structure of your contact center costs, methodology to measure costs per call or cost per agent or cost per seat.
- Please provide key technologies to support the service improvement program such as call distribution, routing, quality, scheduling and performance monitoring or any applications that utilized by agents to deliver services.

8. KEY PERFORMANCE INDICATORS

- Please include key performance indicators as indicators to monitor the progress of the program.
- Please include key performance indicators as comparative before and after the execution of this program .

9. RESULT / ACHIEVEMENTS



- Please describe the benefits of this program for company or organization, either impact on revenue generation, cost efficiency, corporate image, competitiveness or other contributions.
- Please provide the lists of contact center award and achievement that awarded by external party within 1 year.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this program (include photos, video or related documents).
- Please include photos and video about your infrastructure.
- Please provide the list of contact center rooms for operation and support the activities of employee.
- Please describe health and safety working environment, including ventilation, air conditioning, lighting, noise level, cleanliness, availability of toilets.

JUDGING GUIDELINES



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