



CSBA – SenseCX  
**Awards Program**



**For better customer experiences**

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

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## RECOGNISING INDIVIDUAL EXCELLENCE

# SenseCX Agent



When a team member goes **above and beyond**, when they display **genuine commitment** to enhancing the customer experience, we want to help you **reward that behaviour**.

## Most Customer-Focused Agents Quarterly Awards

Based on nominations from managers, team leaders and CSBA staff, **the three most customer-focused agents each quarter\*** will be recognised with a certificate and eligibility for the Agent of the Year Award.

To nominate a member of your team simply complete the online [Nomination Form](#) (or call us and tell us about it, we'll fill in the form for you!).

Agents can be nominated multiple times, but each nomination must be for a unique circumstance.

### Potential SenseCX related nominations

- Excellence in the use of a specific SenseCX measures
- Consistent improvement in SenseCX assessment scores
- Embracing a SenseCX behaviour for the first time – moving the dial away from 0%!
- Sharing tips/information with the team about how to achieve specific SenseCX behaviours

### Other reasons to nominate a team member

- Embracing a new technique or behaviour to enhance the experience for customers
- Handling a complex enquiry really well
- Showing a genuine passion to improve a customer's experience
- Transcending customer expectations – going above and beyond for a customer
- Finding the perfect balance between people and process for the good of a customer
- Showing real leadership and judgement to reflect your organisation's customer-focused culture or customer promise
- Stepping up to report an issue that was impacting customer experience
- Finding a creative and/or innovative way to solve a customer's problem

## Agent of The Year Award

The pool of quarterly agent award winners are eligible for the Agent of The Year Award, and will be selected by a panel of CSBA CX experts

The Agent of the Year will be invited to attend the SenseCX User Group forum in order to receive their award, including flights, transfers and accommodation.

# RECOGNISING BEST PRACTICE

# SenseCX Team



At CSBA **we know how hard your team works** to provide high quality customer service experiences. **We want to recognise their efforts.**

## Annual Best Practice Team Awards

### OVERALL TOP PERFORMANCE

Awarded to the contact centre team with the highest average SenseCX score for telephone interactions for the period July to June each year.

### MOST CONSISTENT PERFORMANCE

Awarded to the contact centre team with the most consistent telephone assessment scores during period July to June each year. To be eligible the team must reach a minimum median (average) SenseCX score of 60%.

### MOST CONSULTATIVE TEAM

Awarded to the contact centre team with the highest Customer Consultation Index score for telephone assessment scores during period July to June each year.

### MOST IMPROVED PERFORMANCE

Awarded to the contact centre team with the most improved telephone assessment scores during period July to June each year. To be eligible the team must reach a median (average) SenseCX score of 60%.

## Quarterly Best In Sector Awards

### SECTOR TOP PERFORMANCE

Awarded to the contact centre team with the highest median (average) SenseCX score for telephone interactions in each of the following industries: Education; Government; Water; Energy; Automotive.

# Eligibility Criteria

- To nominate an agent an eligible organisations must hold a current annual SenseCX subscription at the time of nomination
- All awards are adjudicated by a panel of CSBA CX experts, including QA Team staff, CX Directors and Data Analysts

## Quarterly Agent Awards

- (\*) Nominations are open for recognition each quarter: July-Sept, Oct-Dec, Jan-March and April-June each year, commencing Jan-March 2020.
- Team managers and leaders, as well as CSBA staff can nominate a team member for the quarterly Most Customer-Focused Agents Awards.
- To be eligible to nominate team members for the awards organisations must have an active annual SenseCX subscription in the quarter in question.
- CSBA will award three winners each quarter.
- The nominator will be required to complete an online Nomination Form, available from <https://www.surveygizmo.com/s3/5573794/SenseCX-Agent-Award-Nomination-Form>, that outlines the customer-focused behaviour that lead to the nomination.
- Agents can be nominated for any examples of customer service excellence – not necessarily directly related to SenseCX measurement
- Agents can be nominated multiple times, but each nomination must be for a unique circumstance
- CSBA will advise of nomination deadlines each quarter via email, sent to Team Leaders and Managers on our SenseCX Portal User Mailing List.
- Winners will be notified via email and published by CSBA via our website and email mailout.
- Quarterly winners become eligible for the Agent of The Year Award.

## Agent of The Year Award

- The pool of quarterly agent award winners are eligible for the Agent of The Year Award.
- The agent must have been the subject of a minimum of five SenseCX assessments during the 12-month award period.
- The Agent of the Year will be notified via telephone and email and published by CSBA via website and email mailout in July each year.
- The Agent of the Year will be invited to attend the SenseCX User Group forum in order to receive their award, including flights, transfers and one night's accommodation.

# Eligibility Criteria

- Annual team awards are based on performance over the entire 12-month period from July 1st to June 30th each year.
- Eligible organisations must hold a current annual SenseCX subscription as at June 30th to be eligible for annual awards.
- Annual team awards are based on results from SenseCX telephone assessments, conducted with the centralised contact centre team (that is, agents who are first responders when a customer contacts the organisation). Including results from other teams within the organisation could draw into question the comparability of results.
- All awards are adjudicated by a panel of CSBA CX experts, including QA Team staff, CX Directors and Data Analysts

## Annual Best Practice Team Awards

- To celebrate the performance of as many teams as possible each organisation can be the recipient of only one Annual Best Practice Award.
- A minimum of 60 SenseCX telephone assessments must be completed during the 12-month award period.
- Assessments must have been conducted across at least three months during the 12-month award period.
- The Top Performance Award is calculated using the median score from all assessments conducted during the 12-month period. Using the median (rather than average) result is more representative of the entire team's performance, as the average can be heavily influenced by outlier scores.
- The Most Consistent Team Award is presented to the team that achieves the most consistent SenseCX results. To be eligible for the award the team must reach a minimum median (average) SenseCX score of 60%.
- Most Improved Performance is awarded to the contact centre team with the most improved telephone assessment scores during period July to June each year. To be eligible for the award the team must reach a minimum median (average) SenseCX score of 60%.
- The Most Consultative Team Award is presented to the team that achieves the highest ranking in the Customer Consultation Index. This Index score is calculated using results for six highly consultative SenseCX measures: Clear offer of ownership; Seek permission to ask questions; Uncover the key motive for the contact; Link resolution to key motive for contact; Answer unasked questions; Responsive to customer cues.

## Quarterly Best In Sector Awards

- The Best In Sector Award winner is calculated using the median score from all assessments conducted during the preceding 12-month period, at the end of September, December, March and June. Using the median (rather than average) result is more representative of the entire team's performance, as the average can be heavily influenced by outlier scores.
- A minimum of 20 SenseCX telephone assessments must have been completed during the 3-month award period.
- An award will be presented to the top performer in the following sectors: Education; Government; Water; Energy; Automotive. CSBA reserves the right to add and remove sector awards at any time.