

# NECCA

## NORTH EAST CONTACT CENTRE AWARDS

Recognising and celebrating excellence in  
North East Contact Centres



@necca



@northeastcca



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# TOOLKIT 2024

# LET'S GET STARTED!

Thank you for your interest in the North East Contact Centre Awards 2024

This toolkit has all the information you need to get organised and make your nominations for NECCA 2024.

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# ABOUT THE AWARDS

The Awards seek to honour and celebrate the individuals, teams and organisations who make North East contact centres amongst the best in the world, while seeking to raise standards by offering organisations the chance to benchmark and share best practice with others in the industry. The Awards have a real focus on people - there is a category for everyone, whether you want to honour a frontline apprentice, a colleague from IT or a Senior Leader.

Now in its 20th Year, The North East Contact Centre Awards were revamped in 2020 by a team of independent expert judges who used their industry experience to design a new set of categories and a robust and transparent judging process. The 2024 Awards will follow this successful format with a few tweaks

## WHY ENTER?

Organisations who have previously been involved have told us about some of the fantastic benefits of taking part, not just to their colleagues but to the business as a whole.

**Benefits to Colleagues:** Improve engagement and motivation by recognising the hard work of your people and teams. Raise morale by rewarding staff with a fun night out.

**Benefits to Your Site:** Benchmark against other contact centre operations in the industry. Set and reset your standards - the judging process offers a great chance to reflect on your achievements and see where there is room for improvement.

**Benefits to Your Business:** Taking part in the Awards offers assurance to existing and new partners, as well as helping to attract new opportunities. Grow your network with others

## What Do People Say

"Showcasing the Contact Centre industry in the North East is really important to us at Sage, especially as we are a company born in the North East. The NECCA awards are well organised and the judging process is one of the most robust I have experienced whilst also being enjoyable and supportive. It was rewarding to be able to showcase my achievements, and also those of my team whilst benchmarking them against other companies. For that reason alone it is worth taking part." **Sage**

"I'm beyond happy with everything, it's just not a great enough word – the support for entries was wonderful, run up to the virtual event was detailed and built anticipation, the event itself was inspiring and lifted so many spirits"  
**Worldpay**

"The Awards have had a massively positive impact on our colleagues... they encourage people to want to come and work for us because we demonstrate our pride in them. The night itself is always a great evening - It's really great to be part of something bigger and celebrate with the rest of the industry." **BGL Customer Services**

# TIMELINE



## NOMINATIONS OPEN

3rd June 2024

## WEBINAR

Wednesday 15th May 2024



## NOMINATIONS CLOSE

5pm 26th July 2024 deadline

## JUDGING BEGINS

31st July 2024



## SHORTLIST ANNOUNCED

11th September 2024

## INTERVIEWS, PANEL PRESENTATIONS & SITE VISITS

11th September 2024 until 25th October 2024



## THE AWARDS CEREMONY!

The big night

# HOW TO ENTER

## THE AWARDS WILL OPEN FOR NOMINATIONS ON 3rd June 2024

It is free of charge to enter the awards and you can make as many nominations as you like. You can nominate colleagues, clients, one of your teams, or even yourself!

### TO ENTER

1. Download the "NECCA 2024 Categories & Criteria" document from the website: [www.necca.co.uk/categories](http://www.necca.co.uk/categories)
2. Decide which categories you would like to make nominations for. Reflect on your organisation's significant achievements, and consider the criteria that each category will be assessed against.
3. Each award has a nomination form, available from the Enter page of the website: [www.necca.co.uk/enter](http://www.necca.co.uk/enter). This year we have linked with Award Stage an online awards platform to make the process easier, once you have registered you can start completing your nomination form.
4. Complete your forms online with input from colleagues, customers and stakeholders as required. We have kept forms short to ensure they do not take too much time to complete.
5. We will be holding a webinar on 26th May 2pm to give entrants the opportunity to hear from the judges. Sign up to the mailing list for notifications.
6. Submit your form no later than **5pm on 26 July 2024**, stating the name of the individual, team or centre you are nominating and the category applied for in BLOCK CAPITALS in the subject line. We will confirm receipt.
7. Our judges will conduct initial evaluation assessments between 31 July 2024 - 15 September 2023.
8. We will aim to contact all entrants on 15th September 2023 via email to notify them of the outcome. **The shortlist will be announced on 11th September 2024.**
9. Shortlisted individuals & teams will be invited to an interview/panel presentation in September/October. We will give entrants plenty of notice of the date for this.
10. If you have any questions or queries during the application process, don't hesitate to get in touch with us.

[www.necca.co.uk](http://www.necca.co.uk)

# CATEGORIES

Our judging panel has used significant industry experience to revise and update the categories and evaluation criteria for North East Contact Centre Awards in 2024.

The new categories for the awards this year are listed below. They are divided into three main groups: **Individual Stars**, **Awesome Teams** & **Outstanding Organisations**

## AWARDS

### INDIVIDUAL STARS

CUSTOMER SERVICE STAR  
SALES STAR  
SUPPORT SUPERSTAR  
CONTACT CENTRE INDUSTRY NEWCOMER  
RESOURCE PLANNING STAR  
UNSUNG HERO  
SERVICE TEAM LEADER  
SALES TEAM LEADER  
SUPPORT TEAM LEADER  
INSPIRATIONAL LEADER  
APPRENTICE OF THE YEAR

### AWESOME TEAMS

CUSTOMER SERVICE TEAM  
SUPPORT TEAM  
SALES TEAM  
RESOURCE PLANNING TEAM  
LEARNING & DEVELOPMENT TEAM  
COMPLAINTS TEAM

### OUTSTANDING ORGANISATIONS

OUTSOURCED CONTACT CENTRE OF THE YEAR  
PEOPLE CENTRIC ORGANISATION  
CONTACT CENTRE OF THE YEAR UNDER 250 SEATS  
CONTACT CENTRE OF THE YEAR OVER 250 SEATS

Download the full categories & criteria document: [www.necca.co.uk/categories](http://www.necca.co.uk/categories)

# JUDGES



## **Sarah Hunt, HEAD JUDGE**

Sarah enjoyed over 25 years working in the contact centre industry. During that time she has worked in leadership roles across Retail, Banking, Insurance, Funeral care and Outsourced Operations. She has worked in operational roles as well as change roles in business and customer transformation projects – but her real passion is working with people and helping them to develop skills and knowledge that make our industry a great place to work.

Her role as Membership Director at the CCMA and Lead Judge for the UK National Contact Centre and the European Contact Centre and Customer Service awards (ECCCSA) enabled her to draw on years of experience to support Contact Centre members, suppliers and sponsors share best practice and help to raise the standards across the industry.

## **Nicola Simpson**

Senior Customer Relations Manager, Student Loan Company

Nicola is an experienced Senior Leader who is passionate about the development and recognition of others and comes with 20 years' experience, working in a large contact centre for a major high street bank. A previous winner in these prestigious awards as both a nominee and also as an author of the North East Contact Centre of the Year Awards, Large Contact Centre of the Year for 3 successive years she understands what these awards mean to front-line staff, their colleagues, organisations and the community.



## **Garry Gormley CEO & Founder of the FAB**



Garry Gormley is an experienced Contact Centre professional with nearly 20 years in the Contact Centre industry, Having spent a lot of time in the operation he understands the dynamics and moving parts of the Contact Centre and what impacts customer experience first hand. Having spent most of his working career in the Contact Centres industry, supporting and leading the delivery of key projects around, Quality Assurance, regulatory change, Sales transformation and people development, Garry took this experience and set up FAB Solutions and more recently grown the proposition to include FAB Outsourced Solutions





**Julie Mordue**

**Head of Marketing Partnerships, NRG and Greenbean**

Julie is a well-respected figure in the UK contact centre industry, having judged for various awards programmes over the years. Her expertise and deep knowledge in the sector have enabled her to build authentic and strong relationships at all levels while adding value and insight to each business we work with.

Julie leads a team of experts to create and deliver highly effective recruitment marketing campaigns for our clients. She also leads our business engagement activities, including Talking Talent virtual and round-table events to support the continued professional development of those working in the sector and promote the industry as a career of choice.

In addition to her infectious enthusiasm for the contact centre industry, she is also hugely passionate about promoting equity, diversity, inclusion, and belonging (EDI&B). She is a strong advocate for creating inclusive workplaces where everyone can thrive.

Outside of her role at work, Julie has a busy personal life, and she recently became a Glam-ma and is incredibly proud of her new title. Julie's hilarious tales of navigating the challenges of modern grandparenting with her signature lack of filter never fail to entertain!

**Kelly Shippen**

**Head of Contact Centres, Leeds Building Society**

Kelly has worked in Contact Centres for over 25 years and there are not many roles she hasn't had the opportunity to do. She has experience in everything from customer service to sales, resource planning to learning & development and from helping customers to navigate through change to driving businesses to deliver change.



# JUDGING PROCESS

APPLICATION  
DEADLINE:  
5PM  
26 JULY 2024

## STAGE 1 - SHORTLISTING

Once you have submitted your nomination form, we will confirm receipt.

All entries will be reviewed by our panel of independent judges and shortlisted against the category criteria outlined in the categories & criteria document.

We will aim to contact all entrants via email to notify them of the outcome on 18th September. **The shortlist will be announced on 11th September 2024.**

## STAGE 2 - INTERVIEWS, PANEL PRESENTATIONS AND SITE VISITS

### Individual Stars :

The final judging for shortlisted individual categories will involve a face to face interview with our expert judges. The interviews will take place during September/October. Interview dates will be published on the categories page of the website during April - please do make a note of the relevant date and ensure you are available should you be shortlisted.

Interviews will last no longer than one hour. We want you to enjoy the process - our judges are experienced interviewers and focused on giving the nominees the best opportunity to shine!

### Awesome Teams :

Shortlisted teams will be invited to give presentations to a panel of judges during October. The panel is made up of 3-4 independent judges, each with a wealth of industry expertise. The session will require the team to give a 20 minute presentation on why they should win the category, followed by a Q&A session.

Judging sessions will last no longer than one hour in total. You can nominate up to three individuals to represent your team.

### Outstanding Organisations :

Organisations shortlisted for any of the Outstanding Organisation categories will be assessed during a site visit by a panel of expert judges.

We will contact shortlisted organisations to arrange the site visit with plenty of time. Site visits will take approximately 2-3 hours and will involve an agreed agenda, including meetings with staff and directors of the centre.

# JUDGING CRITERIA

The judges will be looking to make an assessment of each nomination based on the category criteria, available in our “NECCA 2024 Categories and Criteria”.

Download the categories & criteria document from  
[www.necca.co.uk](http://www.necca.co.uk)

## INDIVIDUAL STARS

Nominations for individual awards should describe **What** they have delivered, **How** they achieved it, and should demonstrate and articulate the **Impact** of the service in four sections: **Customer, Company, Colleague, Role Model**.

The nominee should also describe what makes them **stand out** & why they should win

## AWESOME TEAMS

Nominations for team awards should describe **What** the team delivered, **How** the team achieved it, and should demonstrate and articulate **Impact** in four sections: **Customer, Company, Colleague, Role Models**

The nominated team should also describe what makes them **stand out** & why they should win.

## OUTSTANDING ORGANISATIONS

Nominations for organisation awards should describe **What** the organisation has achieved, **How** the organisation achieved it, and should demonstrate and articulate the **Impact** in five sections : **Customer, Company, Colleague, Community, Role Models for their industry**

The nominated organisation should also describe what makes them **stand out** & why they should win.

View the full criteria:  
[www.necca.co.uk/categories](http://www.necca.co.uk/categories)

# TOP TIPS

## BE PRECISE AND CONCISE

Short and compelling usually trumps longer, wordy explanations or descriptions. Try to use punchy, straight to the point language.

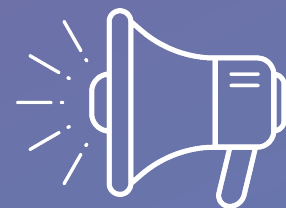


## USE NUMBERS

Figures & statistics, used sparingly, they can often tell a compelling story: growth, percentage changes, market share, etc.

## TELL YOUR STORY

Introducing a core narrative in your nomination/application can be a strong way to help judges understand the impact and outcomes achieved. Use real life case studies and examples that support your application and tell your story.



## AVOID MANAGEMENT SPEAK / JARGON

Try not to use management cliches or any jargon which could distract the judges from understanding the unique nature of your nomination.

## GET PERSONAL!

While you may prefer to use outside help with your nomination, such as a PR firm or similar, we find that the best nominations are those that come from the heart and present personal industry knowledge. Make sure you reflect your own specific circumstances and experiences.



# FAQS

## **Is there an entry fee?**

No, the awards are **free to enter**.

## **Is there a limit to the number of entries that can be submitted?**

There is no limit to the number of entries that can be submitted for individuals or teams, but only one entry per organisation is allowed for the various Contact Centre of the Year Awards.

## **What is the deadline for nominations?**

Your completed submission must be with us by 5pm on 26 July 2024.

## **Can public sector contact centres enter?**

The awards are open to contact centres from private and public sectors.

## **What geographical area do the awards cover?**

The local authority areas of Darlington, Durham. Gateshead, Hartlepool, Middlesborough, Newcastle, North Tyneside, Northumberland, Redcar and Cleveland, South Tyneside, Stockton-on-Tees and Sunderland. **If you are not sure if your centre falls within the geographical boundary, contact [marc@freshstartevents.uk](mailto:marc@freshstartevents.uk) who will be able to verify this for you.**

## **Is there any support available during the nominations process?**

As well as this toolkit, there will be a range of resources such as articles and interviews with our judging panel available on the resources page of our website. Additionally, we will be holding a webinar in late May which is a great chance to hear from the judges. It will offer an in-depth introduction the nomination and judging process.

This webinar will be recorded and available on the website from the following day

[www.necca.co.uk/resources](http://www.necca.co.uk/resources)

Be sure to sign up to our mailing list via the [homepage](#) of the website to keep updated.

### **When will we find out if we have been shortlisted?**

We will aim to contact all entrants via email on 11th September to notify of the outcome.

**The full shortlist will be announced on 11 September 2024.**

### **Can I get feedback on my entry?**

Unfortunately, due to time restraints and the high number of applicants, it is not possible for our judges to offer feedback at the shortlisting stage.

### **How do I buy a ticket for the awards dinner?**

Tickets are now available via the website [www.necca.co.uk](http://www.necca.co.uk):

Individual tickets: £100+VAT

Table of ten: £1000+VAT

**If you have any questions at all during the application process, don't hesitate to get in touch with the team. We are more than happy to help.**

# GOOD LUCK!

Thanks for your interest in the 2024 awards. Best of luck with your nomination and we look forward to seeing you at the awards ceremony & gala dinner in November!

To keep up to date with all the exciting news on the awards, sign up to our mailing list via the website: [www.necca.co.uk](http://www.necca.co.uk), and join the conversation on social media:



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