

Introducing The Ipsos-Reid Call Centre Of The Year Awards

What Are The Awards?

The Ipsos-Reid Call Centre of the Year Awards will be presented to the companies that go the extra mile to ensure the highest levels of customer and employee satisfaction. Awards will be granted based upon call centre size, as well as by region and industry sector, if participation levels permit. Backed by Ipsos-Reid, Canada's largest marketing and public affairs research company and the country's most trusted research brand, these prestigious awards are a great opportunity to enhance your reputation within the industry.

Valuable Information For All Participants

In addition to participation in the awards process, each call centre will receive a customized performance report that will include:

- A detailed analysis of your call centre's satisfaction performance.
- Benchmark information to compare your performance against others.
- Verbatim results that can be used for "best-practices" agent coaching.

By participating in this competition and using the benchmarking information in your customized report, you'll be able to:

- Set goals for improvement.
- Motivate employees.
- Compete for prestige.
- Showcase excellence in the industry.
- Raise the profile of the role of call centres in business.



For more information please call
Kristen Korhonen at (416) 572-4426
or starting April 20, please visit
www.ccoty.com



How Will It Work?

Call centres across the country will register to participate in the awards process. For a defined period after registration is closed, Ipsos-Reid will conduct telephone surveys of a representative group of customers who have called each participating centre and ask questions pertaining to their satisfaction with the call centre experience. Ipsos-Reid will also conduct an online employee satisfaction survey with agents at participating call centres. With the participation of AllThingsValued, a score for each call centre will be created using a combination of customer and employee satisfaction results and be the basis for determining the winners of the awards. Winners will be recognized at a gala event and have the right to use the Ipsos-Reid Call Centre of the Year Award logo on communications. All participating call centres will receive a valuable customized report of their own performance compared against industry benchmarks.

Key Dates:

- Registration period: May/June, 2004.
- Interviewing will take place from July to November, 2004.
- Winners of the award will be announced in December, 2004.
- Reports provided to individual participants in January, 2005.
- Awards at individual call centres in January/February, 2005.
- Gala event (TBD) in April, 2005

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