

2026 INDUSTRY EXCELLENCE AWARDS

ROUND 2 COACHING CLINIC

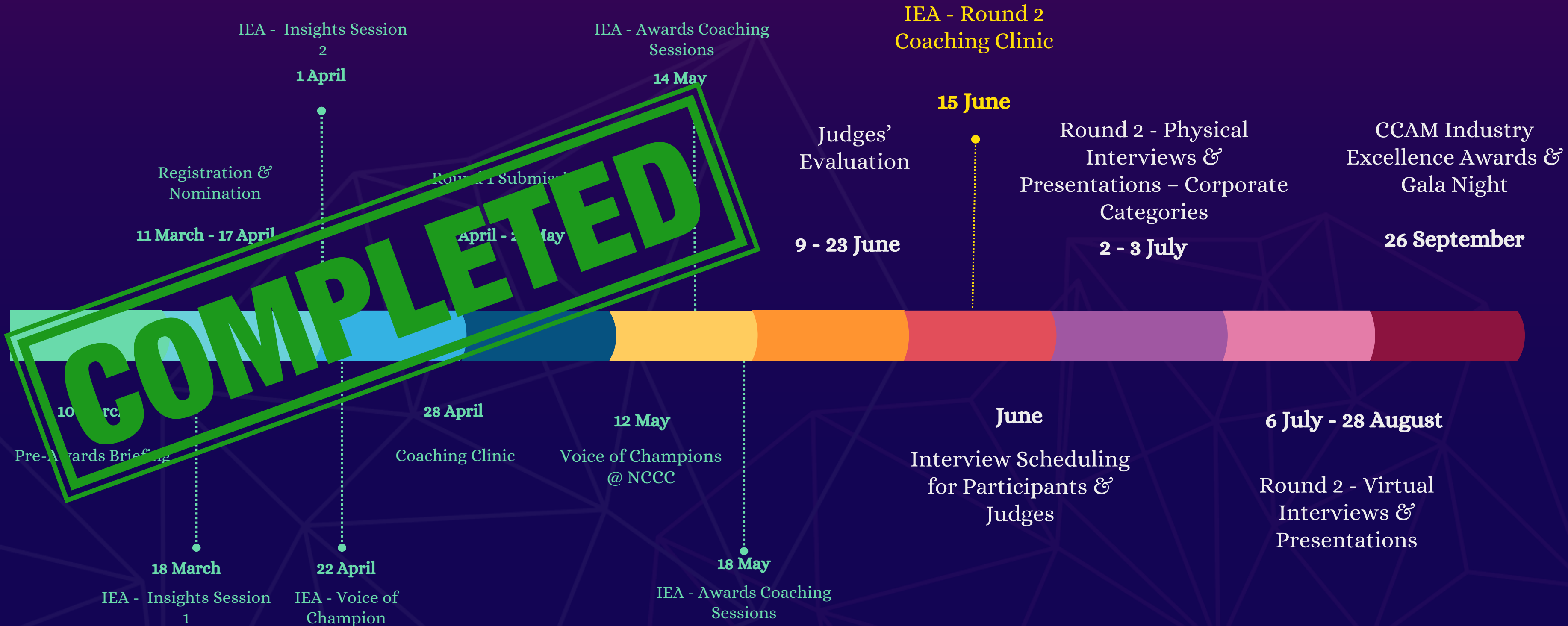
*Presented by
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AGENDA

1. Awards Journey
2. Round 2 Guide - Corporate Category
3. Round 2 Guide - Individual Category

Awards Journey



Preparing for Round 2

Interview Format

- Physical face-to-face interviews for selected Corporate Categories
- Virtual interviews via Zoom for all other categories
- Round 2 scheduling will be shared via email after Round 1 evaluation completed

Participant Readiness

- Dress professionally and ensure the appropriate team members are present
- Arrive early for physical interviews or log in 15 minutes before your scheduled session
- Test your laptop, internet connection, Zoom access, microphone, headset, and presentation materials
- Present from a quiet and conducive environment
- Have supporting documents readily available for further clarification, if required by the judges

Round 2 Guide - Corporate Category

A Judge's Lens Guide for Awards 2026 Candidates —
Transforming strong projects into award-winning presentations.

TIME ALLOCATION :

CORPORATE

45 mins

Presentation : 20 mins

Q&A : 25 mins

Presenters : Multiple

Round 2 : Physical Judging – Presentation & Interview

Dates : 2 July 2026 (Thursday) & 3 July 2026 (Friday)
Time : 9:00 AM – 6:00 PM
Venue : VE Hotel, Bangsar South

Corporate Categories for Judging:

- Best In-House Inbound Contact Centre: Above 100 Seats
- Best In-House Inbound Contact Centre: Below 100 Seats
- Best Outsourced Inbound Contact Centre: Above 100 Seats
- Best Outsourced Inbound Contact Centre: Below 100 Seats
- Best Customer Experience Program

The schedule will be sent out to participants after the Round 1 evaluation completes.

What Judges Are Really Evaluating

Judges are not simply asking whether your project succeeded. They are evaluating the depth of your thinking, the rigour of your execution, and the breadth of your impact. Every submission is measured against eight core dimensions.



Strategic Thinking



Customer Impact



Employee Impact



Business Value



Innovation



Execution Excellence



Sustainability & Scalability



Governance & Leadership

 **The winning question:** "Why does this initiative deserve industry recognition over all others?"

Recommended Presentation Structure

A disciplined 20-minute structure ensures judges receive the evidence they need, in the order that builds the most compelling narrative. Each section is allocated time proportional to its scoring weight.



Sections 1–2: Context & Problem

Business Context *(2 mins)*

Paint the environment so judges immediately grasp the stakes. Cover industry background, market challenges, business objectives, customer expectations, and organisational priorities.

i **Instead of:** "We launched a customer experience programme."

Say: "Customer complaints rose 18%, NPS dropped 12 points and retention became a strategic risk — this initiative was our response."

Problem Statement *(3 mins)*

Make the problem undeniable. Judges must feel: *"This was a real problem worth solving."* Present evidence across all three dimensions:

- **Business pain** — revenue leakage, cost, compliance risk
- **Customer pain** — CSAT, NPS, complaint volumes, wait times
- **Employee pain** — attrition, absenteeism, low engagement

Section 3: Strategy & Design Approach

This is where many candidates **lose marks**. Do not simply explain *what* you did — explain *why*. Judges want to see structured thinking before execution, not just a list of activities.

Strategic Alignment

Show how your initiative directly supports corporate strategy, CX strategy, employee strategy, and digital strategy. Judges are looking for deliberate connection — not coincidence.

Decision-Making Rationale

Explain why this solution was selected over alternatives. What other options were considered? Why was this approach the most appropriate? Evidence of structured decision-making builds credibility.

Leadership & Governance

Demonstrate executive sponsorship, stakeholder management, governance structure, and how change management was handled. Judges reward candidates who can show they led — not just delivered.

 **Judge's lens:** "Did this team think before they acted — or did they simply react?"

Section 4: Innovation

Innovation does not exclusively mean artificial intelligence. Judges evaluate novelty relative to your industry context. Present your innovation clearly under one of four recognised dimensions.



Process Innovation

New workflows, redesigned servicing models, or end-to-end process transformation that fundamentally changed how work is done.



Customer Innovation

New journey design, novel engagement approaches, or channel strategies that transformed how customers interact with your organisation.



Technology Innovation

AI, automation, advanced analytics, or omnichannel platforms that enabled capability unavailable before the initiative.



Operating Model Innovation

Breaking down organisational silos, creating new governance structures, or redesigning how teams collaborate to deliver outcomes.

 **Judges ask:** "What makes this genuinely different from normal business improvement?"

Section 5: Implementation & Execution

Execution capability separates credible finalists from outstanding winners. Show judges you could deliver at scale, under pressure, with rigour and accountability.

What to Cover

- Project timeline and key phases
- Team structure and roles
- Governance and decision gates
- Risk identification and mitigation

Evidence Judges Are Looking For

- **Adoption:** How did you bring people on the journey?
- **Resistance:** How was change managed and objections resolved?
- **Consistency:** How did you ensure quality across the programme?
- **Accountability:** Who owned what, and how was performance tracked?



Section 6: Results & Impact

This is typically the **highest scoring section** of any corporate category presentation.

Present results across all four outcome dimensions using a clear Before vs. After format wherever possible.

Customer Outcomes

- NPS, CSAT, CES scores
- Complaint volume reduction
- Response & resolution time

Employee Outcomes

- Engagement scores
- Retention & attrition rates
- Productivity & training effectiveness

Operational Outcomes

- SLA achievement
- AHT reduction & FCR improvement
- Automation rates

Business Outcomes

- Revenue growth & cost reduction
- ROI and risk reduction
- Independent validation

Metric	Before	After	Improvement
Net Promoter Score (NPS)	28	52	+24 points
Average Handle Time (AHT)	8 mins	5 mins	-37%
Monthly Complaints	1,200	700	-42%

Sections 7–8: Sustainability & Lessons Learned

Many strong finalists miss points here. These final two sections are often what separates a **Gold** from a **Silver** award. Use them to demonstrate long-term vision and industry leadership.

Sustainability *(1 min)*

Judges want confidence this is not a one-off project. Explain the structures you have put in place to protect and extend results:

- Ongoing governance and ownership
- Monitoring frameworks and KPIs
- Continuous improvement cycles
- Plans for expansion or replication

Industry Impact & Lessons *(1 min)*

Elevate your submission by demonstrating contribution beyond your own organisation:

- **Key lessons:** What did you learn that others can apply?
- **Industry contribution:** How does this advance best practice?
- **Future roadmap:** What is the next phase of ambition?

Category-Specific Focus Areas

Tailor your evidence emphasis to match the judging priorities of your specific category. Judges assess submissions through the lens of what matters most in each area.



Best CX Programme

Journey transformation, NPS/CSAT uplift, complaint reduction, and verified customer stories.



Best EX Programme

Culture change, engagement scores, retention improvements, and authentic employee voice.



Best Social Media

Reach, engagement, sentiment tracking, customer interaction quality, and conversion impact.



Best Use of Automation

Automation rates, productivity gains, cost reduction, accuracy improvement, and scalability evidence.



Best Use of Data Analytics

Insight generation, predictive capability, business decisions influenced, and revenue or cost impact.



Contact Centre Categories

Service levels, FCR, AHT, CSAT, employee engagement, workforce optimisation, and innovation.

The Eight(8) Questions Every Slide Should Answer

If every section of your presentation addresses at least one of these questions with clear evidence, you will naturally align to what judges score highest: strategic alignment, innovation, execution, measurable impact, and sustainability.

01

What was the problem?

03

Why was this approach chosen?

05

How was it executed?

07

How will results sustain?

02

Why did it matter?

04

What made it innovative?

06

What measurable value was created?

08

Why does it deserve industry recognition?

✔ Candidates who consistently answer all 8 questions across their presentation will stand out in every corporate category.

Round 2 Guide - Individual Category

How to present like a winner in 15 minutes — and give judges exactly what they are looking for.

TIME ALLOCATION :

INDIVIDUAL

30 mins

Presentation : 15 mins

Q&A : 15 mins

Presenters : Participant only

HEAD OF CONTACT CENTRE

45 mins

Presentation : 20 mins

Q&A : 25 mins

Presenters : HOCC only

HERO AWARD

30 mins

Presentation : 15 mins

Q&A : 15 mins

Presenters :

Participant & Nominator

What Judges Really Want to Know

Unlike corporate categories, judges are not evaluating your company, your department, or your team. They are evaluating **you**.

The single question running through every judge's mind throughout your presentation is:

"What did YOU personally do that created meaningful impact?"

Too Many Candidates Talk About...

- The company's strategy
- The department's results
- What the team achieved

Judges Need to Hear About...

- Your decisions and judgement
- Your personal leadership
- Your innovation and ideas
- Your specific contribution

The Winning Formula

CORE FRAMEWORK

The most successful individual award candidates demonstrate a consistent pattern across their entire presentation. Judges are looking for clear evidence of all 5 of the following qualities — not just one or two.



Identified a Problem

Not merely inherited one — you recognised what others missed.



Took Action

Not merely participated — you drove a real response.



Influenced Others

Not merely followed instructions — you moved people.



Created Results

Not merely completed tasks — you delivered measurable outcomes.



Demonstrated Leadership

Regardless of your job title or seniority level.

Your 15-Minute Presentation Structure

A disciplined structure signals confidence and professional maturity to judges.
Use this framework to allocate your time effectively and ensure every section lands with impact.





The sections on personal contribution and measurable results together account for **6 of your 15 minutes**.
These are where awards are won or lost.

Sections 1 & 2: Set the Stage

1. Who Am I? (1 Minute)

Judges need to understand why you are in a position to make a difference. Be specific about scope and scale.

  Weak: "I am a Customer Service Manager."

  Strong: "I lead 45 agents handling 30,000+ interactions monthly across voice, email, and digital channels."

2. The Challenge (2 Minutes)

Define the problem clearly. Judges must feel: *"This was a real challenge worth solving."*

Show the evidence — always lead with data before the story.

Metric	Before
CSAT	72%
Attrition	28%
AHT	12 mins
Complaints	1,200/month

Section 3: Your Personal Contribution

MOST IMPORTANT SECTION — 4 MINUTES

This is where the majority of judging marks are awarded. Every statement must be anchored in **your personal action**. Replace passive language with decisive, first-person ownership.

Language That Costs You Marks

- "The team implemented a new process..."
- "We decided to change the approach..."
- "The project was delivered on time..."

Language That Wins Recognition

- "**I initiated** a full process redesign..."
- "**I proposed** and secured board approval for..."
- "**I led** the delivery, managing three stakeholder groups..."



Decisions Made

What did you decide, and why?
Show strategic judgement.



Risks Taken

What risks did you accept and how did you manage them?



People Influenced

Which stakeholders, teams, or leaders did you bring along?

Section 4: Innovation & Creativity

Many candidates underestimate this section. Innovation is **not limited to technology** — judges recognise creative thinking at every level of an organisation. Ask yourself: *"What makes my approach different from business as usual?"*



Process Innovation

New workflow designs, escalation processes, or entirely new service delivery models that improved efficiency or quality.



Customer Innovation

Redesigned customer journeys, new communication strategies, or fresh engagement approaches that improved experience.



Employee Innovation

New coaching methods, recognition programmes, or training frameworks that raised performance and engagement.



Technology Innovation

Automation, AI tools, analytics platforms, or digital servicing solutions that transformed outcomes.

Section 5: Results & Impact

PROVE YOUR VALUE — 4 MINUTES

This is where you demonstrate the return on your effort. Always present results as **before vs. after comparisons**, and explain why the improvement happened — not just that it did.

KPI	Before	After	Improvement
CSAT	72%	89%	+17 pts
Attrition	28%	14%	-50%
AHT	12 mins	8 mins	-33%

Customer Impact

- CSAT & NPS improvement
- Complaint reduction
- Faster response times

Employee Impact


- Attrition reduction
- Engagement increase
- Productivity gains

Operational Impact

- SLA achievement
- AHT & FCR improvement
- Backlog reduction

Business Impact

- Revenue or cost outcomes
- Compliance improvement
- Risk reduction

 Judges love trend charts, customer quotes, management recognition, and independent validation. Include at least one of these as supporting evidence.

Section 6: Reflection & Future Impact

This final section is often what separates finalists from winners.

It demonstrates **self-awareness, maturity, and strategic vision** — qualities that judges associate with true leaders.

Lessons Learned

What did the experience teach you? Be honest and specific — judges respect candidates who can articulate genuine learning, not just success stories.

What Would You Do Differently?

Demonstrating the ability to critique your own approach shows professional maturity and credibility. Avoid the trap of claiming everything was perfect.

Sustainability of Improvements

How have you embedded the changes so they outlast your direct involvement? Judges want to know the results are real and lasting.

Future Plans

What is the next stage of your journey? A clear forward vision signals that your impact is not yet finished — it is just beginning.

What Judges Are Actually Evaluating

Across every individual category, judges apply a consistent evaluation framework.

Use this as a checklist before and after every practice run to identify gaps in your narrative.



Every slide in your presentation should answer one master question: "**Why does THIS individual deserve industry recognition?**" — not what the organisation achieved, but what **this person** did that made a significant, lasting difference.

Category-Specific Focus Areas

Tailor your emphasis to align with the specific award you are entering.

Judges assess candidates against the criteria relevant to their category — ensure your narrative prioritises the right dimensions.

Best Contact Centre Professional

Service excellence, team leadership, customer outcomes, productivity improvements, and coaching effectiveness.

Best Customer Experience Professional

Journey redesign, customer insights, cross-functional collaboration, and CX strategy execution.

Best Team Leader / Supervisor

Team engagement, coaching impact, performance improvement, and culture building.

Best Innovator

Creativity, new solutions, measurable outcomes, and replicability of the approach.

Best Employee Experience Professional

Employee engagement, wellbeing initiatives, retention improvement, and workforce development.

Common Mistakes That Cost Marks

Avoid these pitfalls — they are among the most frequent reasons strong candidates receive lower scores than their work deserves.

→ Talking More About the Company Than Yourself

Judges are evaluating you. Company context is necessary — but your contribution must dominate the narrative.

→ Describing Activities Instead of Impact

"I conducted training sessions." — Reframe as: **"I redesigned the coaching framework, which improved team productivity by 22%."**

→ Presenting Data Without Context

Always explain why the metric matters, what changed, and — critically — why it changed as a result of your actions.

→ Taking Credit for Team Results Without Clarity

Acknowledge your team, but clearly define: "This was my specific contribution to that collective outcome."



One Question. Every Slide.

Before you present, review every single slide through the lens of this question:

"Why does THIS individual deserve industry recognition – not for what the organisation achieved, but for what THIS person specifically did that made a significant, measurable, and lasting difference?"

If a slide cannot answer that question, revise it. If your entire presentation can answer it with confidence, you are ready to win.

Q & A

THANK YOU