

SQM's 2011 Call Center Industry Awards

Call Center of the Year Award Finalists

Organization

Canadian Tire Financial Services (CRCC)
Scotiabank (Nova Scotia)
VSP Vision Care (California)

Criteria

Criteria used for Call Center of the Year are based on having the highest combined customer and employee overall very satisfied (top box response) rating

* The Call Center of the Year winner will be announced at SQM's Call Center Industry 2011 Conference on November 17th in Toronto.

Call Center World Class Call Certification

Organization

Blue Cross and Blue Shield of Kansas
Brother Canada
Canadian Tire Financial Services (RA)
Davis + Henderson (Ontario & Quebec)
Insurance Corporation of BC (Claims Division)
Insurance Corporation of BC (Insurance Division)
Jackson National Life Insurance Co. (Michigan)
Marriott Systems Support Center (Maryland)
Marriott 1 Yield
Rogers Enterprise Service Delivery
Scotiabank (Alberta & Nova Scotia)
Scotiabank International (Dominican Republic)
Vancity Credit Union
VSP Vision Care (California & Ohio)

Criteria

Criteria used for Call Center World Class Call Certification are 75% or higher of the calls are at the world class level for 6 months or more in 2011. SQM's world class call criteria are based on the customer's call being resolved, the customer is overall very satisfied (top box response) rating with their call center experience and the customer service representative

Customer Satisfaction & First Call Resolution Awards

Highest Customer Satisfaction for the Call Center Industry Awards

Organization	Award	Criteria
The Schwan Food Company	1. Best Selling Customer Satisfaction	1. This award recognizes the call center with the highest customer satisfaction (top box response) rating for selling approach
TD Canada Trust	2. Highest IVR Customer Satisfaction Self Serve	2. This award recognizes the call center with the highest overall customer satisfaction (top box response) rating for a self serve IVR
Arizona Public Service	3. Highest IVR Navigation to the Right CSR	3. This award recognizes the call center with the highest IVR navigation to the right CSR the first time

Highest Customer Satisfaction by Industry Awards

Organization	Award	Criteria
TD Bank, America's Most Convenient Bank	Banking	Criteria used for highest customer satisfaction for each specific industry/sector are based on having the highest world class call rating for an organization
Jackson National Life Insurance Co.	Financial	
Amex Canada, Inc.	Credit Card	
VSP Vision Care	Insurance	
Blue Cross and Blue Shield of Kansas	Health Care	
Seton	Retail/Service	
Enmax	Energy	
Cogeco	Telecom/TV	
Insurance Corporation of BC (Claims Division)	Union	
Marriott Systems Support Center	Helpdesk	
211 Ontario	Government	
VSP Vision Care	B2B	
Horizon Blue Cross Blue Shield of New Jersey (Allegra)	Outsourcer	

FCR Improvement Awards

Organization

Blue Cross and Blue Shield of Nebraska
Blue Cross and Blue Shield of North Carolina
Blue Cross and Blue Shield of South Carolina (Service)
Blue Shield of California
CareFirst, Inc.
Enmax
Fido Mobile (OLS)
GMAC Mortgage
Horizon Blue Cross Blue Shield of New Jersey
Marriott Systems Support Center (Unisys)
Scotiabank International (Dominican Republic)

Criteria

Criteria are based on a 5% or greater annual FCR improvement from the most recent study within the last two years

Employee Satisfaction Awards

Highest Employee Satisfaction for the Call Center Industry Award

Organization

Canadian Tire Financial Services (CRCC)

Criteria

Criteria used for highest employee satisfaction for the call center industry are based on having the highest employee overall very satisfied (top box response) rating with working in their call center

Highest Employee Satisfaction by Industry Awards

Organization	Award	Criteria
Canadian Tire Financial Services (CRCC)	Financial	<i>Criteria used for highest employee satisfaction for each specific industry are based on having the highest employee overall very satisfied (top box response) rating with working in their call center</i>
Insurance Corporation of BC (Claims Division)	Insurance	
Arizona Public Service	Energy	
Telus Sourcing Solutions	Outsourcer	

Most Improved Employee Satisfaction

Organization	Criteria
Canadian Tire Financial Services (CRCC)	<i>Criteria are based on highest Esat improvement from previous year</i>

World Class Employee Satisfaction Awards

Organization	Criteria
Arizona Public Service	<i>Criteria are based on 45% or higher of employees rate their overall experience of working in the call center as very satisfied (top box response) rating</i>
Canadian Tire Financial Services (CRCC)	
Insurance Corporation of BC (Claims Division)	
Jackson National Life Insurance	
Scotiabank (Nova Scotia)	
Telus Sourcing Solutions	
VSP Vision Care (California)	