



Superior Agent Service Award

The **NAEO Superior Agent Service Award** program is a 'mystery caller' program that offers NAEO members the opportunity to have their call center agents evaluated by an independent panel of judges, over a 6-month period running from July through January. The mystery callers will conduct a test call based on the client profile information members provide when registering to participate in the program.

At the completion of the program, two independent judges will listen to the call recordings and assess a score based on a pre-determined point scoring process. Only companies who achieve an overall score of 80 percent or higher will receive the Superior Agent Service Award, presented at the NAEO Annual Conference. Test callers will use client profiles with local street address and telephone exchanges to make believable calls:

- They will not lead the agent making a call too easy
- They will not be deliberately difficult as a caller
- Their goal is to sound like a typical caller

Description of Superior Agent Service

Superior Agent Service requires a level of service that considers the caller first in every aspect of the call. Superior Agent Service makes a caller believe they are the most important person (or their problem is the most important consideration to your call agent / CSR). How the agent handles every call, from beginning to end determines the success of your client relationship and the level of repeat business. No matter what is happening in your office on any given day, the caller should never believe your agent is too busy to give them the best service.

The word WINNER

- When you choose to participate, you have already won
- When you demonstrate to your agents that you believe that they're good enough to take home the Award... THEY WIN
- When you coach your agents in the skills that will help them to bring home the Award? YOUR CLIENTS WIN

Benefits of Participation

- This program offers you an opportunity to talk about your success to potential clients and give them the assurance that you are being tested and benchmarked against call centers across the world
- Accreditation by impartial judges
- Supports team efforts and fortifies in house training
- Analyze strengths and weaknesses: All participants receive a recording of their calls for staff evaluation

Winners Will Receive

- A handsome Award to display to clients and staff
- A media ready press release and award logo for use in marketing

In addition to NAEO Superior Agent Service Award given to the company, two additional awards are available to their agents.

NAEO Emerging Leaders Award

The NAEO Emerging Leaders Award is given to the top 10 Agent Calls for that year and will receive the following:

- The Agent will receive a Glass Trophy to display at their desk
- The Company plaque will receive a distinction emblem signifying their agent's achievement

NAEO Agent Award of Distinction

This award is given to the Agent who had the #1 call overall for that year. That agent will receive the choice of the following:

All costs to attend an NAEO Workshop or Conference, which includes the following:

- Registration to a NAEO Conference or Workshop
 - Airfare up to \$400.00 to a Conference or Workshop
 - Hotel Room for up to 3 nights
 - Company Plaque receives a distinction emblem signifying their agent's achievement
- or**
- \$500.00 check
 - Company Plaque receives a distinction emblem signifying their agent's achievement

In order to receive an NAEO Emerging Leaders Award or NAEO Agent Award of Distinction the company must receive the NAEO Superior Agent Service Award. Must be used within 13 months of receiving the award.



Sample of NAEO Emerging Leaders Award



Superior Agent Service Award Registration Form

Name _____
 Company _____
 Street Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____

Mandatory: Email address of the person responsible for submissions

Email _____

Please indicate for your plaque (if you achieve the award)

Name On Plaque _____
 Organization _____
 City / State / Prov _____

Options and Fees

NAEO Superior Agent Service Award \$675

Payment Options

Total \$ _____

Visa Mastercard American Express Discover Check (made payable to NAEO)

If paying by credit card, all of the following fields are required.

Card Number _____ Exp Date _____ Security Code _____
 Cardholder Name (printed) _____ Phone _____
 Signature _____ Today's Date _____

Billing Address Same as Above Other:

Name or Company listed on the Card _____
 Address _____
 City _____ State _____ Zip _____

Registration Deadline: June 1, 2017

All registrations must be accompanied by full payment/purchase order to reserve your item(s).

Questions? Please email Gigi Jaber-Sutton: management@naeo.org.

PCI Compliance: NAEO has taken the appropriate steps to maintain PCI compliance. In order to protect your privacy, please do not email your credit card information to our office.

SUPERIOR AGENT SERVICE AWARD

● Recognizing Superior Agents Throughout Our Industry ●