

The background of the entire page is a close-up photograph of several pieces of gold jewelry, including bangles and a chain, resting on a fabric with dark and light grey diagonal stripes. The lighting is warm, highlighting the metallic sheen of the gold.

CAPEBPO

FROM CAPE TOWN TO THE WORLD

CAPEBPO AWARDS 2025

# INFORMATION PACK

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Awards Categories & Questions

# WHO WE ARE

CapeBPO is the strategic business partner of the City of Cape Town and the Western Cape Government, dedicated to the growth and development of the BPO industry in Cape Town and the Western Cape, South Africa.

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We are committed to continuing to drive growth and create opportunity within the BPO industry — empowering people, building careers, and strengthening the sector from the ground up.

## OUR STRATEGIC OBJECTIVES

At CapeBPO, our focus remains rooted in two key objectives:

1

Attracting global businesses to set up and scale world-class outsourced operations in Cape Town and the Western Cape — driving efficiency, innovation, and long-term value.

2

Empowering local youth through skills development and career pathways in the BPO sector — building a future-ready workforce and unlocking sustainable opportunities.



# ABOUT THE AWARDS

**CapeBPO, in collaboration with the City of Cape Town and the Western Cape Government, proudly presents the return of its flagship BPO Awards initiative - a celebration of the people and companies shaping the future of our industry.**

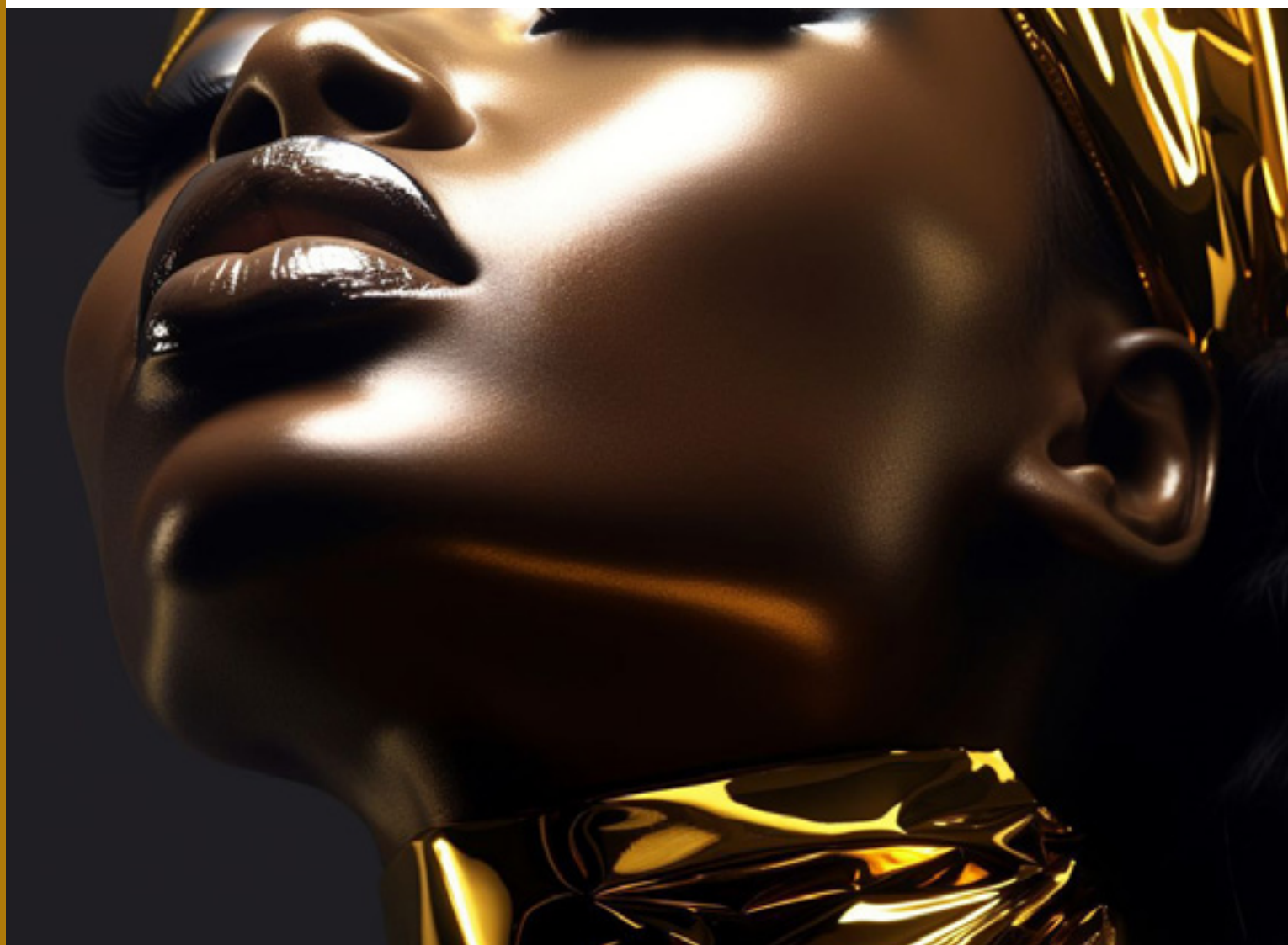
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The CapeBPO Awards honour the outstanding achievements of high-performing individuals and innovative organisations within the BPO sector. More than just recognition, this initiative serves as a platform for inspiration - connecting our community, spotlighting visionary leadership, and applauding excellence that has defined the past year.

Every year, we receive hundreds of entries that showcase the incredible depth of skill, passion, and impact found across Cape Town's BPO ecosystem. These stories reflect why our sector continues to grow, evolve, and attract international attention.

In 2025, we embrace a bold new chapter with the theme African Glam - a celebration of Africa's unmatched talent, vibrant cultures, and global potential. As a continent rich in creativity, drive, and diversity, Africa - and Cape Town in particular - continues to be a powerhouse for growth, innovation, and opportunity in the global outsourcing arena.

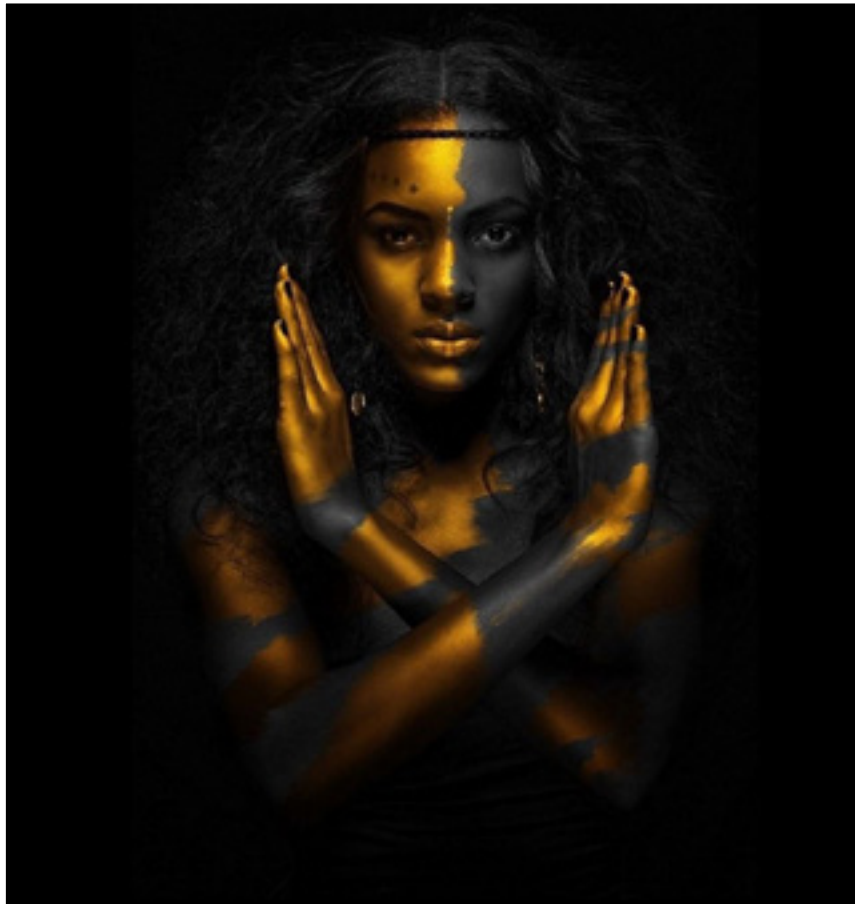
Join us on 18 October 2025 at the Century City Convention Centre for an unforgettable evening that honours not just excellence but identity, purpose, and progress. This year, we celebrate not only Cape Town's Best in the BPO Sector, but the spirit of a continent that continues to rise.



# WHY ENTER

The CapeBPO Awards are unlike any other. This is your moment to be seen, heard, and celebrated. Whether you've overcome challenges, led with purpose, or driven innovation — your journey deserves the spotlight.

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## **These awards are about you -**

Your achievements, your impact, and the role you play in making Cape Town a leading global BPO destination. It's a chance to tell your story, honour your team, and share in the collective pride of what we've built together.

If you know a colleague who goes above and beyond, a manager who inspires, or if your company has introduced a game-changing initiative, now is the time to put them forward.

The CapeBPO Awards offer an unmatched platform to recognise the talent, determination, and excellence that define our sector. We invite all individuals and organisations in the South African BPO space to enter — and help us celebrate the brilliance of Cape Town's BPO community on a stage worthy of its success.



# AFRICAN GLAM

## ROOTED IN EXCELLENCE. DRENCHED IN GOLD. UNAPOLOGETICALLY AFRICAN.

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This year, we invite you to step into a world where elegance meets identity, where heritage embraces haute couture, and where African excellence takes centre stage.

**AFRICAN GLAM** is more than a theme — it's a celebration of the continent's rich textures, bold spirit, and rising global influence. Inspired by the artistry, vibrancy, and power found across Africa, this year's **CapeBPO Awards** will be a luxurious black-tie affair that honours the brilliance of our people and the beauty of our culture.



Expect a visual feast: opulent gold accents, bold silhouettes, layered textures, and a setting that pulses with pride, prestige, and polished flair. Whether conveyed through a striking portrait, gilded natural forms, or a golden-glam aesthetic, our creative direction will reflect the strength and sophistication of **African design** — with a distinctly **Cape Town edge**.

Prepare to be immersed in a celebration of style, substance, and story — a night that salutes the exceptional talent that positions Cape Town, and Africa, as a global force in the BPO world.

More details to come. Stay tuned.

# TIMELINE

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01

## Entries Open

16 July 2025 - 15 August 2025

## Online Judging

25 August 2025 - 10 September 2025

02



03

## Shortlist Announced

12 September 2025

## Face-to-Face Judging

18 September 2025 - 25 September 2025

04



05

## Awards Gala

18 October 2025



# AWARDS CATEGORIES:

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## Individual Awards:

- Top BPO Customer Service Professional
- Top BPO Customer Service Professional
- Top BPO Marketing Professional
- Top BPO Collections Professional
- Top BPO Team Leader / Supervisor
- Top BPO Operational Manager
- Top BPO Workforce Planning Professional
- Top BPO Trainer / Coach
- Top BPO Quality Professional
- Top BPO Analyst
- Top BPO Support Professional
  - A. Operational Enablement & People Management Support
  - B. Business Operations & Project Delivery
  - C. Commercial & Client Services
  - D. Technical & Infrastructure Support
  - E. Facilities & Transport
- Gareth Pritchard Award

## Company Awards:

- Top Technical Innovation
- Top Non-Technical Innovation
- Top Support Services Provider
- Top Impact Sourcing Operation
- Top Impact Sourcing Partner
- Top Offshore Campaign
- Top BPO Operator
  - Small Operator
  - Medium Operator
  - Large Operator
- Top Captive Operator
- Top Shared Service Centre
- Top Emerging Operator
- Top BPO Community Impact
- Top Digital Solution & Transformation Operator of the Year
- Top Leadership Development Initiative



# RULES, TERMS & CONDITIONS

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## Entry Rules

- **Free Entry:** There's no charge to enter the awards.
- **Electronic Submission:** All applications must be submitted in English and electronically through the CapeBPO Awards Application Portal. Entries sent via email, fax, post, or hand-delivered will not be accepted.
- **Draft Mode Editing:** You can edit your entries in draft mode right up until the closing date.
- **No Edits After Final Submission:** Once you've submitted your final entry, it cannot be edited.
- **Eligibility:** The entrant or their representative must have been directly involved with the featured business, project, or solution for at least 12 months.
- **Multiple Categories:** Organizations can enter multiple award categories, but each entry must be specifically tailored for that category.
- **Entry Withdrawal:** You can withdraw your entry with a written request before 12:00 on 23 August 2025.
- **Category Progression:** The CapeBPO team reserves the right to not progress a category if there are insufficient entries.

## Key Dates

- **Entries Close:** 15 August 2025. No entries will be accepted after this date.
- **Semi-Finalists Announced:** 12 September 2025. Three finalists will be shortlisted from each category and announced via email and on social media.
- **Interviews:** Face-to-face interviews to determine the winners will be held at a predetermined location. Finalists will receive their interview schedule via email approximately two weeks beforehand.
- **Awards Dinner (Winners Announced):** 18 October 2025. One winner will be announced from the finalists in each category.

## Judging Process

- The awards are judged by a panel of independent judges, which includes an extensive auditing process. Finalists will need to deliver a 10-minute presentation related to their submission and answer pre-set questions from the live judging panel.

## BPESA Awards Opportunity

- Submitting your entry for the CapeBPO awards gives you the option to also apply for the BPESA awards ceremony in November. However, please note that the CapeBPO and BPESA platforms are not linked, so you must submit your entries separately on each platform.





# INDIVIDUAL AWARDS

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# TOP BPO CUSTOMER SERVICE PROFESSIONAL AWARD

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This award recognises outstanding individuals working in a service delivery capacity at an advisor, consultant, or agent level within customer engagement. It celebrates those who consistently exceed expectations in delivering an excellent customer experience, achieve strong performance results, and make a meaningful difference to their customers, organisation, and brand.

The award acknowledges excellence in delivering operational or transactional services, with a particular emphasis on measurable service levels, KPIs, and ongoing personal and operational improvement.

## Nomination Questions

- 1. What are your core KPIs?**  
Please provide evidence of how you consistently meet or exceed these targets and service levels.
- 2. Which customer channels do you personally support?**  
(Please select all that apply.)
  - a. Inbound calls
  - b. Outbound calls
  - c. Web chats
  - d. Video chats
  - e. Emails
  - f. Social media
  - g. Back-office support
  - h. Mail/Post
  - i. Fax
- 3. In your view, what makes a successful customer service professional in a role similar to yours?**
- 4. What personal achievements have you accomplished for your organisation in the last 12 months?**  
Please include any internal or external awards and accolades received.
- 5. What are the biggest challenges you face in your role on a daily basis?**
- 6. How do you support vulnerable customers in your day-to-day responsibilities?**
- 7. Describe two situations where you went above and beyond to assist a customer.**  
Please provide detailed examples.
- 8. If you could change one thing within your organisation, what would it be and why?**
- 9. What steps are you currently taking towards your personal development and professional growth?**
- 10. Why do you believe you should be named the Top BPO Customer Service Professional?**



# TOP BPO SALES PROFESSIONAL AWARD

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This category recognises individuals working in a **sales-focused role** at an advisor, consultant, or agent level within a BPO environment. It celebrates professionals who consistently exceed their daily responsibilities, delivering outstanding, measurable sales results while providing excellent customer experience and service.

This award acknowledges competencies in operational and transactional service delivery, with a focus on achieving and surpassing sales KPIs and contributing to continuous improvement and business growth.

## Nomination Questions:

**1. What are your core KPIs?**

Please provide evidence of how you consistently meet or exceed these targets.

**2. Which customer channels do you personally support?**

*(Select all that apply.)*

- ☐ Inbound calls
- ☐ Outbound calls
- ☐ Web chats
- ☐ Video chats
- ☐ Emails
- ☐ Social media
- ☐ Back-office support
- ☐ Mail/Post
- ☐ Fax

**3. In your opinion, what qualities make a successful sales professional in a role like yours?**

**4. What sales-related achievements have you accomplished for your organisation in the past 12 months?**

**5. Have you received any internal or external awards/accolades in the past year? If yes, please share details.**

**6. What are the biggest challenges you face daily in achieving your sales targets?**

**7. How do you approach supporting vulnerable or challenging customers within a sales context?**

**8. Describe two instances where you went above and beyond for a customer.**

**9. If you could change one thing in your organisation to improve the sales environment, what would it be and why?**

**10. What steps are you currently taking toward personal development and growth in your sales career?**

**11. Why do you believe you deserve to be named the Top BPO Sales Professional?**

# TOP BPO MARKETING PROFESSIONAL AWARD

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This category celebrates individuals working in a marketing-focused role at an advisor, consultant, or agent level within a BPO or campaign-based environment. It honours professionals who consistently exceed expectations in delivering brand-aligned service, customer engagement, and experience, contributing positively to the organisation's image and marketing outcomes.

This award recognises operational and service competencies with an emphasis on campaign delivery, service level achievement, KPIs, and continuous improvement.

## **Nomination Questions:**

**1. What are your core KPIs?**

Please provide evidence of how you consistently meet or exceed these.

**2. Which customer or campaign channels do you personally support?**

*(Select all that apply.)*

- ☐ Inbound calls
- ☐ Outbound calls
- ☐ Web chats
- ☐ Video chats
- ☐ Emails
- ☐ Social media
- ☐ Back-office support
- ☐ Mail/Post
- ☐ Fax

**3. In your view, what makes a successful marketing professional in a role like yours?**

**4. What marketing-related achievements or campaigns have you been involved in over the past 12 months?**

**5. Have you received any internal or external recognition for your work in the last year?**

**6. What are the most significant challenges you encounter in your role?**

**7. How do you adapt your marketing or customer engagement approach to support vulnerable or challenging customers?**

**8. Provide two examples where you delivered outstanding service or campaign results beyond what was expected.**

**9. If you could implement one improvement within your organisation's marketing operations, what would it be and why?**

**10. What initiatives or actions are you taking toward your personal development and career growth in marketing?**

**11. Why do you believe you should receive the Top BPO Marketing Professional award?**



# TOP BPO COLLECTIONS PROFESSIONAL AWARD

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This award recognises individuals working in a collections role at an advisor, consultant, or agent level within a BPO environment. It celebrates professionals who consistently excel in meeting and exceeding their daily responsibilities, achieving measurable collections results while delivering excellent customer service and brand experience.

The award highlights individuals who not only meet their performance targets but also make a meaningful difference to customers, the organisation, and the brand through their dedication, professionalism, and ability to manage often sensitive interactions.

This category acknowledges operational and transactional service delivery with a focus on measurable service levels, KPIs, and continuous improvement in performance.

## **Nomination Questions:**

- 1. What are your current KPIs?**  
Please provide evidence of how you consistently meet or exceed your collection targets and service levels.
- 2. Which customer channels do you personally support in your role?**  
(Select all that apply.)
  - ☐ Inbound calls
  - ☐ Outbound calls
  - ☐ Web chats
  - ☐ Video chats
  - ☐ Emails
  - ☐ Social media
  - ☐ Back-office support
  - ☐ Mail/Post
  - ☐ Fax
- 3. In your view, what qualities make a successful collections professional?**
- 4. What achievements have you accomplished for your organisation in the past 12 months?**
- 5. Have you received any internal or external awards or accolades in the past year? If so, please detail them.**
- 6. What are the biggest challenges you face in your day-to-day role, and how do you manage them?**
- 7. How do you support and manage vulnerable customers within a collections environment?**
- 8. Describe two occasions where you went above and beyond for a customer or your team.**
- 9. If you could change one thing within your organisation to improve your work or customer outcomes, what would it be and why?**
- 10. What steps are you currently taking towards personal growth and professional development?**
- 11. Why do you believe you deserve to be named the Top BPO Collections Professional?**

# TOP BPO TEAM LEADER / SUPERVISOR AWARD

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This award recognises outstanding individuals working at Team Leader or Supervisor level within a BPO environment. It celebrates those who demonstrate strong leadership and operational management capabilities, consistently supporting their teams in achieving customer SLAs, KPIs, and business goals.

The category acknowledges individuals who excel in areas such as coaching, team dynamics, performance management, customer experience delivery, productivity, resource optimisation, and continuous improvement. It further highlights leaders who foster a positive, inclusive, and supportive working environment while driving operational excellence.

This award recognises first-line managers with proven leadership, team development, and coaching abilities — individuals who are results-driven and committed to consistently guiding their teams to high performance.

## **Nomination Questions:**

- 1. Please provide an overview of:**
  - Your key responsibilities
  - The number of teams you lead and the number of members in each
  - Your personal KPIs and team SLAs, and how you and your teams have performed against these targets
- 2. Describe your leadership style.**
- 3. Provide an outline of your daily team engagement approach, including:**
  - Frequency of team meetings
  - Coaching, mentoring, and performance feedback
  - How you motivate and support your teams
- 4. How do you measure the success of your role as a Team Leader/Supervisor?**
- 5. Explain how you have actively supported diversity and inclusion within your teams.**
- 6. Describe how you and your teams provide appropriate support for vulnerable customers.**
- 7. What are your top three current objectives for your team/s, and how are you working towards achieving them?**
- 8. In your view, what qualities and behaviours make a successful individual in a role similar to yours?**
- 9. What key achievements have you accomplished for your organisation, client, or brand in the last 12 months?**

*Include any internal or external awards or accolades received.*
- 10. What are the most significant challenges you face in your role, and how do you address them?**
- 11. Provide details of two occasions where you believe you went above and beyond your standard responsibilities.**
- 12. If you could implement one change within your organisation, what would it be and why?**
- 13. What activities or initiatives are you currently undertaking for your personal growth and professional development?**
- 14. Why do you believe you deserve to be recognised as the Top BPO Team Leader / Supervisor?**



# TOP OPERATIONAL MANAGER

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This category recognises outstanding individuals working at an Operational Management level within the BPO sector. It celebrates leaders who demonstrate exceptional management competencies, overseeing multiple operational teams within a service line or function (with Team Leaders/Supervisors reporting directly into them).

The award highlights individuals who have delivered measurable improvements in operational performance, customer experience (CX), and business outcomes for their organisation and clients. It acknowledges those driving innovation, operational efficiency, technology adoption, inclusive resource management, and continuous improvement while ensuring alignment with organisational, client, and customer targets.

Judges will consider achievements in areas including people leadership, productivity, customer satisfaction, technology enablement, cross-functional collaboration, data analytics, and strategic operational development.

## **Nomination Questions:**

- 1. How many operational locations do you currently manage?**
- 2. Provide details on the operational structure you manage, including:**
  - Number of teams and individuals within those teams
  - Agent-to-Supervisor ratio
  - Team Leader/Supervisor numbers
  - Supervisor-to-Manager ratio
- 3. What are the organisation's key operational performance targets or objectives?**
  - Which of these are you directly responsible for?
  - How do you ensure these targets are consistently achieved?
- 4. Describe the overall operational strategy of your organisation/function and how it contributes to broader business success.**
- 5. How would you define your leadership style?**
- 6. What are your current annual staff attrition and absenteeism rates?**
  - What strategies are in place to maintain or improve these metrics for enhanced operational efficiency?
- 7. How have you championed diversity and inclusion within your teams and operational structure?**
- 8. From your perspective, how has the organisation adopted digital transformation or AI-driven initiatives?**
  - What role have you played in supporting or leading this?
- 9. How do you engage and develop your direct reports?**
- 10. How do you personally measure the success of your role?**
- 11. Have you introduced or overseen the implementation of any local or global standards, legislative, or compliance requirements?**
  - If so, please expand.

12. **What are your top three strategic objectives for your teams, and how do you actively drive progress against these goals?**
13. **In your view, what characteristics make someone successful in an Operational Management role like yours?**
14. **What achievements have you delivered for your organisation, clients, and teams over the past 12 months?**
  - Include any awards or external/internal recognition received.
15. **What are the biggest daily challenges you face in your role?**
  - How have you overcome these while maintaining operational performance?
16. **What are your future plans for your operation?**
  - If you could change one thing within your organisation, what would it be and why?
17. **What initiatives or activities are you currently pursuing for your own personal and professional development?**
18. **Why do you believe you deserve to be recognised as the Top BPO Operational Manager?**



# TOP BPO WORKFORCE PLANNING PROFESSIONAL AWARD

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This category recognises non-customer-facing professionals whose primary role is to provide resource planning expertise, operational insight, and strategic workforce management support to a BPO operation. It highlights individuals who demonstrate a deep understanding of operational demands and constraints, while proactively contributing to delivery improvements and ensuring the optimal utilisation of people, time, and resources.

Nominees must show excellence in balancing operational needs, client expectations, transaction forecasts, and employee availability — ensuring workforce alignment to KPI and SLA requirements, avoiding both staffing shortages and surpluses, and supporting financial efficiency goals.

## **Nomination Questions:**

- 1. At what level is your current role positioned?**
  - a. Manager
  - b. Supervisor
  - c. Assistant
  - d. Director
- 2. How many individuals, teams, or business units do you currently support?**
- 3. Provide a specific example of a significant forecasting and scheduling challenge you've faced.**
  - How did you address and resolve the challenge?
- 4. What key lessons have you learnt in your role regarding workforce, resource, and service level management?**
  - Where relevant, include examples.
  - How would you approach forecasting and resourcing for a brand-new campaign, project, or client?
- 5. Which tools, methodologies, and techniques do you use to deliver your workforce planning outcomes?**
  - Have you incorporated AI or advanced technologies into your planning approach? If so, expand on this.
- 6. What strategies do you use to help reduce absenteeism amongst frontline agents?**
- 7. How do you effectively balance the need for agent training and upskilling with ensuring service availability for customers?**
- 8. Describe how you've contributed to enabling diversity and inclusion within your workforce planning role.**
- 9. What do you believe is the most important aspect of your role — and why?**
- 10. What achievements have you delivered for your organisation in the past 12 months?**
  - Include any awards, accolades, or recognition you've received internally or externally.
- 11. What are the biggest day-to-day obstacles or challenges you encounter in your role?**
  - How do you manage these effectively?



12. If you could change one aspect of your organisation's workforce planning or operational structure, what would it be — and why?
13. What are you currently doing to invest in your own personal and professional development?
14. Why do you believe you deserve to win this award?
  - Share what makes you stand out in your field.



# TOP BPO TRAINER / COACH AWARD

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This category recognises non-customer-facing professionals whose primary role is to deliver training, coaching, and skills development within the BPO industry. Nominees may work within an in-house operation or represent a third-party supplier.

The award focuses on individuals who can evidence measurable improvement, business impact, and innovation in training methodologies — including instructional design, coaching, facilitation techniques, and learner engagement strategies. Successful entrants will demonstrate how their initiatives have enhanced both employee experience (EX) and customer experience (CX) through effective skills development.

Nominees should have a deep understanding of learning and coaching management practices, combined with a passion for helping people grow and succeed. They should be recognised within their organisation and by clients as experts in their field and be able to showcase the positive outcomes of their work.

## **Nomination Questions:**

- 1. Is your role internal (working exclusively for one brand) or do you work for a third-party supplier supporting multiple clients?**
  - Please elaborate.
- 2. Do you work solely within the BPO sector (BPO / BPS / SSC / CCC operations) or do you also operate beyond this environment?**
- 3. At what level would you classify your current role?**
  - a. Manager
  - b. Supervisor
  - c. Assistant
  - d. Director
- 4. In your opinion, what makes a successful individual in a training, coaching, or development role like yours?**
- 5. (For nominees in sales-based operations)**
  - Describe a sales-focused training programme you designed and delivered.
  - How did you identify the need for this programme, and what were the measurable results?
- 6. (For nominees in customer service-based operations)**
  - Describe a customer service-focused training programme you created and delivered.
  - Include how you identified the training need and the outcomes achieved.
- 7. How do you motivate your trainees to actively engage with your training and apply their learning?**
  - Please provide examples.
- 8. Which tools, techniques, methodologies, or digital solutions do you incorporate into your training and coaching sessions?**
- 9. How do you measure the success of your role?**
  - Support your response with evidence or results.

10. Describe how you have contributed to enabling diversity and inclusion within your learning and development function.
11. Is your training material aligned to any local or international standards?
  - If so, please specify.
12. What is the most important aspect of your role — and why?
13. What key achievements have you delivered for your organisation in the past 12 months?
  - Include any internal or external awards or recognition received.
14. What are the biggest challenges you face in your day-to-day role, and how do you overcome them?
15. If you could change one thing in your organisation relating to learning and development, what would it be — and why?
16. What are you currently doing to support your own personal and professional growth?
17. Why do you believe you deserve to win this award?
  - Share what sets you apart within your profession.





# TOP BPO QUALITY PROFESSIONAL AWARD

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This category recognises non-customer-facing professionals whose primary responsibility is to support, control, and uphold the delivery of compliant, high-quality services as defined by their organisation and clients, for the benefit of end-users and customers.

The award celebrates individuals who are passionate about driving excellent customer experience and service quality through frontline advisers, with a comprehensive understanding of current legal, regulatory, and compliance requirements applicable to their operation, clients, and customers. Entrants should demonstrate tangible improvements they've implemented or influenced — whether through enhanced processes, effective controls, or innovative quality management practices.

## **Nomination Questions:**

- 1. Is your role internal (serving a single brand) or do you work for a third-party supplier supporting multiple clients?**
  - Please elaborate.
- 2. At what level would you classify your current role?**
  - a. Manager
  - b. Supervisor
  - c. Assistant
  - d. Director
- 3. In your view, what qualities and skills make a successful individual in a quality assurance role like yours?**
- 4. Which tools, techniques, methodologies, or digital/AI solutions do you use in your quality assessment processes and interactions?**
- 5. Describe any initiatives or projects you've led or contributed to that have enhanced quality outcomes within your organisation.**
- 6. How do you communicate your quality insights and findings to staff?**
  - Please explain your approach in detail.
- 7. How do you measure the success and impact of your role?**
  - Include supporting evidence where possible.
- 8. How frequently do you calibrate your quality processes, and what key factors do you review to ensure alignment with industry and peer benchmarks?**
- 9. How do you ensure that the quality standards you set meet both:**
  - a. Client expectations
  - b. End-customer expectations
- 10. What actions or interventions have you implemented to address dissatisfied customers and improve their experience?**
- 11. Is your quality assessment framework or material aligned to any local or international standards?**
  - If yes, please specify.

12. **What achievements have you delivered for your organisation in the past 12 months?**
  - Include any internal or external recognition, awards, or accolades received.
13. **What are the most significant challenges you face in your daily role, and how do you overcome them without compromising operational delivery?**
14. **If you could change one thing within your organisation's quality framework or processes, what would it be — and why?**
15. **What personal and professional development activities are you currently pursuing to enhance your skills and expertise?**
16. **Why do you believe you deserve to win this award?**
  - Share what sets you apart as a quality professional within the BPO industry.



# TOP BPO ANALYST AWARD

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This award recognises non-customer-facing professionals who work either independently or as leaders of a team, specialising in data analysis within the BPO environment.

It celebrates individuals who have designed and implemented effective frameworks for collecting, analysing, and acting on employee, customer, and operational insights. Entrants should demonstrate how their work has driven measurable improvements in business processes, customer experience, and operational outcomes.

## **The award focuses on:**

- The structure and robustness of the analytical framework applied.
- The data collation tools, techniques, and methodologies used.
- How client expectations were met or exceeded.
- How insights were translated into actionable improvements for customer experience and operational processes.
- Innovations introduced through analytical practices.

## **Nomination Questions:**

- 1. Is your role internal (dedicated to a single brand) or do you work for a third-party supplier supporting multiple clients?**
  - Please provide details.
- 2. At what level would you classify your current role?**
  - a. Manager
  - b. Supervisor
  - c. Assistant
  - d. Director
- 3. In your opinion, what qualities and capabilities make someone successful in a role like yours?**
- 4. Which initiatives or projects have you led or contributed to that involved enhancing data analysis practices or outcomes?**
  - Please describe.
- 5. How do you measure the success and impact of your role?**
  - Support your response with evidence or examples where possible.
- 6. How do you ensure your data analysis processes and approaches remain aligned with international best practice standards?**
- 7. Describe an insight you uncovered through your analysis that directly contributed to improving customer experience.**
- 8. What is the most important aspect of your role, and why?**
- 9. What achievements have you delivered for your organisation in the past 12 months?**
  - Include details of any awards, accolades, or formal recognition you have received.
- 10. What are the biggest challenges or obstacles you encounter in your role, and how do you navigate them?**



11. If you could change one thing in your organisation's data analysis or reporting processes, what would it be — and why?
12. What steps are you currently taking for your own personal growth and professional development?
13. Why do you believe you deserve to win this award?
  - Share what distinguishes you as a BPO analyst and how you've positively impacted your organisation and clients.



# TOP BPO SUPPORT PROFESSIONAL AWARDS

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This category recognises outstanding non-customer-facing individuals whose primary role is to support frontline customer-facing operations within the BPO sector. Entrants may work independently or lead a team, and can be from various operational support functions.

Award categories are structured to reflect different support disciplines — with nominees required to demonstrate operational awareness, alignment to business goals, and measurable contributions to the employee, client, and customer experience.

**BPO Professional split across 5 departments meaning 5 awards depending on the amount of entries.**

## **Award Categories and Nomination Criteria Top BPO Professional**

### **A. Operational Enablement & People Management Support**

- Functions: Human Resources (HR), Learning & Development, Workforce Management, Recruitment, Employee Engagement, Talent Management.
- Focus: Supporting the people behind the operation by enhancing employee experience, performance, and operational readiness.

### **B. Business Operations & Project Delivery**

- Functions: Project Management, Risk & Compliance, Fraud, Process Improvement, Business Intelligence.
- Focus: Ensuring operational efficiency, compliance, project success, and business continuity.

### **C. Commercial & Client Services**

- Functions: Business Development, Account Management, Marketing, Client Services.
- Focus: Driving commercial performance, client satisfaction, and brand presence.

### **D. Technical & Infrastructure Support**

- Functions: IT, Systems Support, Finance, Data Security.
- Focus: Maintaining operational technology, infrastructure, financial integrity, and data protection.

### **E. Facilities & Transport**

- Functions: Facilities Management, Transport & Logistics, Office Environment Management, Health & Safety.
- Focus: Ensuring operational infrastructure and transportation are efficient, well-maintained, and aligned with business needs.

## **Nomination Criteria (Applicable Across All Categories)**

- 1. Organisational Structure:**  
**Is your role internal (dedicated to one brand) or do you work for a third-party supplier supporting multiple clients?** Please elaborate.
- 2. Job Level:**  
**At what level would you classify your current role?**
  - a) Assistant
  - b) Supervisor
  - c) Manager
  - d) Director
- 3. Performance Enhancement Initiatives:**  
**Share key initiatives or projects you've led or contributed to that enhanced operational performance in the last 12 months, specifically how they benefited:**
  - The organisation you serve
  - Frontline, customer-facing teams
  - Organisational diversity and inclusion
  - The end customer
- 4. What do you believe makes a successful professional in a role similar to yours? How do you personally measure success in your role?**
- 5. How often do you meet with operational leadership or client management to review results, share feedback, or discuss improvement opportunities?**
- 6. How do you ensure your processes, solutions, and initiatives align with recognised local or international best practice within your functional area?**
- 7. What is the most important part of your role, and why?**
- 8. Outline the achievements you've accomplished for your organisation in the past year, including any awards, accolades, or formal recognition received (internally or externally).**
- 9. What are the biggest challenges you face daily in your role, and how do you manage them?**
- 10. If you could change one thing within your organisation, what would it be — and why?**
- 11. What are you currently doing to develop yourself personally and professionally?**
- 12. Why do you believe you deserve to win this award?**
  - Describe the unique impact you've made in your category, your passion for operational excellence, and how you've contributed to your business' success.



# GARETH PRITCHARD AWARD

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This award recognises a frontline employee who has not only excelled in their role but has overcome significant personal challenges and adversity to become a high-performing and highly respected colleague. The individual should exhibit outstanding values-led behaviour within the workplace and serve as an exemplary representative, not just for your company, but for the broader industry.

## **Nomination criteria:**

- Eligibility is limited to frontline employees (management staff are not eligible for nomination).
- The candidate should have faced and successfully overcome personal challenges or adversity, while consistently performing at a high level in their role.
- They must demonstrate exemplary values-driven behaviour, excelling in areas such as teamwork, leadership, or service within the workplace.
- The nominee should be a shining example of your company's core values and reflect the high standards of the broader industry.
- Only one nominee submission per operator will be accepted.

## **Please enter the nominees details below:**

**Name & Surname**

**Job title**

**Department**

- 1. Describe the personal challenges/adversity the nominee has overcome.**  
(Provide a brief summary of the challenges the nominee has faced and how they have overcome them).
- 2. Demonstrate how the nominee has excelled in their role.**  
(Provide examples of high performance, including any key achievements, contributions to the team, or impactful projects).
- 3. Outline how the nominee embodies values-led behaviour.**  
(Describe how the nominee demonstrates the core values of your organisation and serves as a role model for others).
- 4. Why do you believe this nominee deserves to win this special award.**  
(Provide your reasons for nominating this individual and how they have made a difference in your workplace).
- 5. Please upload any supporting evidence**

A golden map of Africa is centered on a dark grey background. The map is made of a metallic, textured material and is divided into country borders. Behind the map is a large, black, ruffled fabric that resembles a traditional African headwrap. In the bottom left corner, there is a black rectangular box containing the text 'COMPANY AWARDS' in white, bold, sans-serif capital letters. A thin golden horizontal line is positioned below the text box.

# COMPANY AWARDS

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# TOP TECHNICAL INNOVATION

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Innovation is the process of transforming new ideas, innovations / inventions into products, services / process improvements that deliver tangible benefits to organisations or stakeholders. Innovation is intended to satisfy a need over a continual time-period or for a specific challenge. It may also involve the transformative approach to accomplish existing ideas and inventions to provide tangible improvements.

The Top Non-Technical Innovation Award will be awarded to successful deployment of a non-technological innovation deployed within an operation and was implemented over the past 24 months.

**If the submission was made in 2024, unless significant enhancements have been made on the same innovation, it should not be entered into the 2025 awards.**

The award is not exclusively for the solution / innovation itself, but a combination of how the innovation has been considered and implemented into the organisation with a view towards solving the identified challenge. The entry should address the challenge and the outcome of the solution demonstrating the:

- Impact on the organisation, business and performance.
- Impact on the employees or employee experience (EX) / customer / (CX) customer experience and the ROI achieved
- Quantifiable and qualitative results which overview of the approach taken

## **Nomination Questions:**

- 1. Outline the innovation being submitted. Was the innovation developed inhouse or with a third-party supplier? Please elaborate.**
- 2. What challenge was the was the solution addressing? Expand on whether the challenge is a unique issue within the local / global BPO sector or not and how the challenge was solved through the innovation?**
- 3. Did the innovation/solution come in on time and within budget? Elaborate and explain how the organisation justified the investment?**
- 4. How did the solution enhance service and business performance.**
- 5. What challenges, if any, did you have to overcome when implementing the innovation/solution?**
- 6. Expand on organisational adoption / change management if applicable?**
- 7. How do you measure success of the innovation/solution? Support with evidence.**
- 8. Why do you believe this innovation deserve to win this award?**

# TOP NON-TECHNICAL INNOVATION

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Innovation is the process of transforming new ideas, innovations / inventions into products, services / process improvements that deliver tangible benefits to organisations or stakeholders. Innovation is intended to satisfy a need over a continual time-period or for a specific challenge. It may also involve the transformative approach to accomplish existing ideas and inventions to provide tangible improvements.

The Top Non-Technical Innovation Award will be awarded to successful deployment of a non-technological innovation deployed within an operation and was implemented over the past 24 months. If the submission was made in 2024, unless significant enhancements have been made on the same innovation, it should not be entered into the 2025 awards.

The award is not exclusively for the solution / innovation itself, but a combination of how the innovation has been considered and implemented into the organisation with a view towards solving the identified challenge. The entry should address the challenge and the outcome of the solution demonstrating the:

- Impact on the organisation, business and performance.
- Impact on the employees or employee experience (EX) / customer / (CX) customer experience and the ROI achieved
- Quantifiable and qualitative results which overview of the approach taken

## **Nomination Questions:**

- 1. Outline the innovation being submitted. Was the innovation developed inhouse or with a third-party supplier? Please elaborate.**
- 2. What challenge was the was the solution addressing? Expand on whether the challenge is a unique issue within the local / global BPO sector or not and how the challenge was solved through the innovation?**
- 3. Did the innovation/solution come in on time and within budget? Elaborate and explain how the organisation justified the investment?**
- 4. How did the solution enhance service and business performance.**
- 5. What challenges, if any, did you have to overcome when implementing the innovation/solution?**
- 6. Expand on organisational adoption / change management if applicable?**
- 7. How do you measure success of the innovation/solution? Support with evidence.**
- 8. Why do you believe this innovation deserve to win this award?**



# TOP SUPPORT SERVICES PROVIDER

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This category recognises the outstanding contribution of a BPO Support Services Provider in partnership with its client/s. Entries must be submitted jointly by the Service Provider and the respective client/s.

Submissions should clearly demonstrate how the Service Provider has delivered meaningful, measurable impact on the client's operation, employees, and customer experience (CX) through the partnership. This may include the introduction of innovations, bespoke solutions, or enhanced services.

Entrants are required to provide evidence of tangible, quantifiable results achieved as a direct outcome of the partnership.

## **Nomination Questions:**

- 1. Explain the services provided to the client/s organisation.**
- 2. Was the service provider engaged to solve a specific problem, or is this an ongoing relationship/partnership?**
  - a) If solving a specific challenge, please outline the problem and how this was addressed. Was more than one engagement/solution addressed, please expand.
  - b) If an ongoing relationship/partnership, please elaborate on what makes this unique and award winning. Was more than one engagement/solution addressed, please expand.
- 3. What were the measurable performance criteria or deliverables that were established at the start of the engagement and have these been achieved/exceeded?**
- 4. How did/does the service provider exceed client expectations? Include client testimonials.**
- 5. Provide evidence that demonstrates that the partnership has enhanced service and business performance. Include;**
  - a) How was / is the customer impacted through the partnership
  - b) How employees were impacted through the partnership
  - c) What has the ROI been for the investment with the Service Provider
- 6. How can the partnership/engagement be enhanced in the future?**
- 7. Why do you believe you / your organisation deserves to win the Top Service Provider award?**

# TOP IMPACT SOURCING OPERATION

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Impact Sourcing is the intentional recruitment and employment of individuals from marginalised and undeserved communities, providing them with access to meaningful, sustainable career opportunities. In the context of South Africa's BPO sector, this specifically refers to excluded youth — work-seekers up to the age of 35 from low-income households, who are at risk of prolonged unemployment.

This practice plays a critical role in improving access to formal employment for vulnerable individuals, enabling them to build careers, uplift their living conditions, and contribute positively to their families and communities.

This award will recognise the organisation that has demonstrated the highest percentage of Impact Workers hired over the past 12 months, whether through new placements or by filling existing roles. Particular consideration will be given to organisations that have embedded Impact Sourcing as a strategic, organisation-wide hiring practice — showcasing its adoption, integration, and measurable social and economic impact.

**NOTE: Official report submissions to the quarterly BPO Jobs Report will be taken into consideration for all Impact Sourcing Operation award submissions.**

## **Nomination Questions:**

- 1. Current FTE headcount?**
- 2. The number of new jobs over the past 12 months (from July 2024).**
- 3. The number of youth (18 – 34 yrs of age) that were hired as permanent employees - inclusively hired Impact Workers to fill these new job positions.**
- 4. The number of youth (18 – 34 yrs of age) that were hired as permanent employees - inclusively hired Impact Workers to replace vacant positions based on attrition.**
- 5. The actual percentage (based on current FTE's) of Impact Workers hired into the organisation over the past 12 months (from July 2024).**
- 6. The organisations approach to Impact Workers once they are hired into the organisation.**
- 7. The organisation's adoption of Impact Sourcing as an intentional, inclusive hiring methodology and offer evidence of this approach.**
- 8. Why do you believe you deserve to win this award?**

# TOP IMPACT SOURCING PARTNER

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Impact Sourcing is the practice of intentional recruitment and hiring of individuals from marginalised communities with a view to a career. In South Africa for the BPO sector, marginalised individuals are excluded youth i.e.: young work-seekers – up to the age of 35, from low-income households who are at risk of long-term and sustained unemployment.

The practice of Impact Sourcing drives and manages the improvement of access to formal employment and decent work for excluded individuals thereby allowing them to improve their conditions, acquire a career and support their families and communities.

This award will consider the entrant who demonstrate effective initiatives / programs which have been provided by a partner to a BPO operator.

**NOTE: This award is for external partners / suppliers not linked to the BPO operator (not for internal BPO operator programs).**

## **Nomination Questions:**

- 1. Can you provide an overview of your organisation and its mission when it comes to Impact Sourcing within the BPO sector?**
- 2. What specific strategies and initiatives do you employ to promote and facilitate Impact Sourcing for BPO operators?**
- 3. How do you identify and select potential Impact Sourcing candidates? What criteria do you use to determine their eligibility?**
- 4. Could you provide examples of successful Impact Sourcing partnerships or collaborations you have facilitated over the past year (from July 2024) and what were the outcomes and impact of these partnerships?**
- 5. How do you measure the social and economic impact of your Impact Sourcing initiatives? Do you have any specific metrics or indicators that you use to assess the effectiveness of your programs?**
- 6. What kind of ongoing support or assistance do you provide to the BPO operators in terms of Impact Sourcing to support longer-term success and sustainability of these initiatives / programs?**
- 7. Can you share any challenges or obstacles you have encountered while implementing Impact Sourcing strategies for BPO operators and how did you overcome them?**
- 8. Please provide testimonials or feedback from BPO operator partners / clients you have worked with, highlighting the positive impact of your support and guidance in their Impact Sourcing journey?**
- 9. Why do you believe you deserve to win this award?**

# TOP OFFSHORE CAMPAIGN

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This award recognises excellence in offshore service delivery by a South African-based BPO or third-party operator managing international client accounts. Eligible entries will showcase a strong, collaborative partnership between the client and the BPO provider, with clear evidence of how both customers and employees have benefited from the campaign.

To qualify, campaigns must have been active for a minimum of 6 months and, if concluded, must have ended in 2024 or later. Entries are required to be submitted as a joint application between the client and the operator.

Submissions should highlight the value created through the partnership, service delivery outcomes, operational achievements, and measurable impact on customer experience and employee engagement.

## **Nomination Questions:**

- 1. Please advise which source market/s the client and campaign are from:**
  - a) United Kingdom
  - b) Australia
  - c) USA
  - d) Canada
  - e) Europe (specify country)
  - f) Asia (Specify country)
  - g) Africa (Specify Country)
  - h) Other
- 2. Has the client previously offshored to South Africa?**
- 3. What was the original campaign request and how did your organisation respond to the opportunity?**
- 4. Please overview the campaign including: (if you are shortlisted)**
  - a) Size (number of FTE's)
  - b) Sector being serviced
  - c) In/outbound (specify)
  - d) Sales/service (specify)
  - e) Back-office (specify)
  - f) Service channels in use
  - g) Duration of campaign (start date and if applicable end date)
- 5. Why did the client choose the organisation and the location (South Africa)? Support with client testimonial. Advise if the client is sharing the campaign / project with any additional South African based BPO's/ third party operators i.e. are you the sole service provider / vendor to the client?**
- 6. What additional, unexpected benefits has the organisation offered to the client?**
- 7. What improvements (if any) have been realized in performance levels?**
- 8. If the client services their customer on this campaign from multiple locations and via more than one organisation, how does your organisation compare? Show supporting evidence.**
- 9. What makes the relationship stand out above others?**



10. Was / is DEI / ESG / Impact Sourcing a client requirement? If so, please advise how you responded to and have included this requirement in your delivery. Evidence required.
11. What makes the campaign stand out above others within your organisation? Demonstrate statement with tangible evidence.
12. Why do you believe you deserve to win this award?



# TOP BPO OPERATOR

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This award recognises a BPO operator — domestic or international — that has been actively trading for more than five years and delivers services to either the domestic, international, or both markets.

It honours an organisation that consistently demonstrates operational excellence, strategic leadership, and a clear understanding of both its own business objectives and those of its clients. Entrants should show how their operation has actively supported clients in achieving and exceeding their goals through the effective, professional deployment of services.

Submissions must provide clear evidence of high levels of Employee Experience (EX) and Customer Experience (CX), supported by well-defined operational strategies, measurable targets, and continuous performance tracking. Entrants should illustrate how robust people management practices, recognition programmes, skills development, and internal communication structures contribute to ongoing success.

Additionally, entries must highlight tangible, positive impacts on the organisation's brand, workforce, client partnerships, and surrounding communities — alongside alignment with relevant legislation, compliance requirements, and international standards. Innovation, operational agility, and a customer-first approach should be clearly demonstrated throughout.

**To ensure fair recognition across varying operational scales, the Top BPO Operator Award will be adjudicated within three distinct size categories:**

- **Small Operator (<600 FTE)**  
Recognising outstanding performance by operators managing up to 600 full-time employees.
- **Medium Operator (600 – 2000 FTE)**  
Celebrating excellence within operators employing between 600 and 2000 full-time staff.
- **Large Operator (>2000 FTE)**  
Honouring large-scale operations with a workforce exceeding 2000 full-time employees.

This tiered structure ensures organisations of all sizes are evaluated fairly within their operational context, with all entrants assessed against the same strategic, operational, CX, and EX criteria relative to their scale.

## **Nomination Question:**

- 1. Please provide a short overview of the organisation including its strategic objectives.**
- 2. Provide evidence of performance measurements along with client required targets and performance against these targets.**
- 3. Provide insight into the organisation/client/customer-data security controls and mechanisms.**
- 4. Expand on performance measurements that are in place, how these are measured and what the performance against these measurements are.**
- 5. Expand on recruitment models, approach to diversity and equity, employee engagement strategies, what approaches are taken and how employee engagement and employee experience (EX) measured.**

6. What makes your skills strategy, engagement, recruitment, training, and development stand out above the rest?
7. Please provide annualised attrition (positive and negative attrition - external voluntary and forced as well as internal positive attrition) and absenteeism scores and explain what efforts/initiatives are in place to reduce absenteeism and attrition?
8. Provide an overview the organisation's approach to WFM. Include the tools in place to support the division/department.
9. Detail if any wellness focused initiatives, toolkits, physical infrastructure and/or support access is in place for employees.
10. Overview the organisation's approach to quality, including;
  - a) How the operation measure and manage quality
  - b) How customer interaction quality including factual accuracy and interaction handling are managed. Include Customer Experience (CX) strategy and scores.
11. What focus has been given to the organisation's layout and ergonomics including but not limited to - noise reduction, natural light access, ablution facilities, furniture, desktops, technology access and use etc.
12. How is the organisation planning for and managing Disaster Recovery and Business Continuity?
13. Does the organisation adhere to any local/international standards including specific legislative compliance? If yes, elaborate which standards and why these have been adopted and to what benefit of the organisation.
14. What are the biggest challenges the organisation faces? How are these challenges being addressed?
15. Expand on the organisation's digital transformation and AI journey and plans.
16. Why do you believe you deserve to win this award?



# TOP CAPTIVE OPERATOR

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This award recognises excellence within a captive or in-house contact centre operation that delivers outstanding service to internal clients, employees, and customers. It celebrates operations that demonstrate how their services not only support but actively enhance the wider business strategy and brand objectives.

Entrants are expected to showcase how their operation underpins the organisation's day-to-day functions, contributes to business growth, and strengthens brand reputation through effective internal service delivery and stakeholder engagement.

Submissions should reflect strong people management practices, comprehensive reward and recognition initiatives, a commitment to continuous learning and development, and clear, effective internal communication. Demonstrated excellence in both **Employee Experience (EX)** and **Customer Experience (CX)** is essential.

The entry should include evidence of positive, measurable outcomes delivered for the business, alignment with relevant international standards, compliance and legislative requirements, and a consistent, solutions-led approach to operational challenges. Emphasis will be placed on operational innovation, process improvement, and a proactive, customer-centric service culture.

## **Nomination Questions:**

- 1. Please provide a short overview of the organisation including its strategic objectives.**
- 2. Provide evidence of customer experience (CX) measurements and performance against these targets.**
- 3. Provide insight into the organisation/client/customer-data security controls and mechanisms.**
- 4. Expand on performance measurements that are in place, how these are measured and what the performance against these measurements are.**
- 5. Expand on the organisation's employee engagement strategy, what approaches are taken and how employee engagement and Employee Experience (EX) are measured.**
- 6. Please provide annualised attrition (positive and negative attrition - external voluntary and forced as well as internal positive attrition) and absenteeism scores and explain what efforts/initiatives are in place to reduce absenteeism and attrition?**
- 7. Provide an overview the organisation's approach to WFM. Include the tools in place to support the division/department.**
- 8. What makes your skills strategy, engagement, recruitment, training, and development stand out above the rest?**
- 9. How has the organisation inculcated DEI, ESG and Impact Sourcing into the recruitment process?**
- 10. Detail if any wellness focused initiatives, toolkits, physical infrastructure and/or support access is in place for employees.**



**11. Overview the organisation's approach to quality, including;**

- a) How the operation measure and manage quality
- b) How customer interaction quality including factual accuracy and interaction handling are managed  
What focus has been given to the organisation's layout and ergonomics including but not limited to - noise reduction, natural light access, ablution facilities, furniture, desktops, technology access and use etc.

**12. What Business Continuity and Disaster Recovery plans have been put in place?**

**13. Does the organisation adhere to any local/international standards including specific relevant legislative compliance? If yes, elaborate which standards and why these have been adopted and to what benefit of the organisation.**

**14. What are the biggest challenges the organisation faces? How are these challenges being addressed?**

**15. Expand on the organisation's digital transformation and AI journey and plans.**

**16. Why do you believe your organisation deserves to win this award?**



# TOP SHARED SERVICE CENTRE

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Top Professional & Shared Service Operation award considers operations either within a multi-unit organisation tasked with supplying the business with specialised services (Finance, IT, HR, Facilities, Logistics, Sales, etc.) or an outsourced third-party operation supplying services to an external client.

Top performers in this category will be considered against evidence of overall effectiveness of the operation, process and performance excellence, quality focused, adoption of technology transformation / digitisation, innovative people practice with a focus on continuous improvement.

Support of the South African BPO sector goals to be evident.

## **Nomination Questions:**

- 1. Overview the Shared Service Centre including its services offered and strategic objectives as an operating unit either as a third- party or inhouse operation.**
- 2. Provide insight into the organisation/client/customer-data security controls and mechanisms.**
- 3. Key Performance measurements – specify what measurements are in place, how these are measured and what the performance against these measurements are.**
- 4. Expand on the organisation’s employee engagement strategy, what approaches are taken and how employee engagement and employee experience (EX) measured.**
- 5. What makes your skills strategy, engagement, recruitment, training, and development stand out above the rest?**
- 6. How has the organisation inculcated DEI, ESG and Impact Sourcing into the recruitment process?**
- 7. Detail if any wellness focused initiatives, toolkits, physical infrastructure and/or support access is in place for employees.**
- 8. Overview the organisation’s approach to quality, including;**
  - a) How the operation measure and manage quality
  - b) How customer interaction quality including factual accuracy and interaction handling are managed
- 9. Please provide annualised attrition (positive and negative attrition - external voluntary and forced as well as internal positive attrition) and absenteeism scores.**
- 10. What efforts/initiatives are in place to reduce absenteeism and attrition?**
- 11. Overview the organisation’s approach to quality and how the organisation measures and manages quality.**
- 12. Provide evidence of the organisation’s performance against both internal SLA’s and client specific SLA’s.**
- 13. How is client engagement and ROI measured (whether internal or external)? Support with client testimonial/s.**

14. Does the organisation adhere to any local/international standards including specific legislative compliance? If yes, elaborate which standards and why these have been adopted and to what benefit of the organisation.
15. What are the biggest challenges the organisation faces? How are these challenges being addressed?
16. Expand on the organisation's digital & AI transformation journey and plans.
17. Why do you believe your organisation deserve to win this award?



# TOP EMERGING OPERATOR

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The Top Emerging BPO Operator is open to Emerging Operators (including BPO, ITO, SSCs, and Captive (in-house sites)) who have been in business for less than five years (internationally or in South Africa). The Operator can be a domestic or international operator servicing the domestic market, international market, or both. The category is not open to sites which have relocated or have expanded from their original site, it is for new organisations / operations.

Recognition will be given to the Top Emerging BPO Operator who shows excellence at every level of operation and shows progress against the initial implementation plan. Entrants must demonstrate a clear strategy as well as understanding of the client's objectives (internal / external) and how the operation has assisted through professional deployment of required services to meet and exceed clients' objectives.

Entrants must demonstrate a clear understanding of the business as well as their role in relation to the clients' business (internal or external client) with appropriate resources and systems to ensure ongoing, scalable success. The ability to showcase robust people processes, reward and recognition opportunities, continuous development focus and effective communication across the organisation.

Evidence of positive, tangible impact of the operation to its own brand, employee's, community, and client. Clear and measurable targets and ongoing performance against the targets. Adoption of or alignment to international best practice standards, compliance, and legislation. The measurement of this award includes individuals with an innovative, solutions-oriented approach and a clear and focused approach to customer experience.

## **Nomination Questions:**

- 1. Please provide a short overview of the organisation including its strategic objectives.**
- 2. Provide evidence of performance measurements along with client required targets and performance against these targets.**
- 3. Provide insight into the organisation/client/customer-data security controls and mechanisms.**
- 4. Expand on performance measurements that are in place, how these are measured and what the performance against these measurements are.**
- 5. Expand on recruitment models, approach to diversity and equity, employee engagement strategies, what approaches are taken and how employee engagement and employee experience (EX) measured.**
- 6. What makes your skills strategy, engagement, recruitment, training, and development stand out above the rest?**
- 7. Please provide annualised attrition (positive and negative attrition - external voluntary and forced as well as internal positive attrition) and absenteeism scores and explain what efforts/initiatives are in place to reduce absenteeism and attrition?**
- 8. Provide an overview the organisation's approach to WFM. Include the tools in place to support the division/department.**



9. **Detail if any wellness focused initiatives, toolkits, physical infrastructure and/or support access is in place for employees.**
10. **Overview the organisation's approach to quality, including;**
  - a) How the operation measure and manage quality
  - b) How customer interaction quality including factual accuracy and interaction handling are managed. Include Customer Experience (CX) strategy and scores.
11. **What focus has been given to the organisation's layout and ergonomics including but not limited to - noise reduction, natural light access, ablution facilities, furniture, desktops, technology access and use etc.**
12. **How is the organisation planning for and managing Disaster Recovery and Business Continuity?**
13. **Does the organisation adhere to any local/international standards including specific legislative compliance? If yes, elaborate which standards and why these have been adopted and to what benefit of the organisation.**
14. **What are the biggest challenges the organisation faces? How are these challenges being addressed?**
15. **Expand on the organisation's digital transformation and AI journey and plans.**
16. **Why do you believe you deserve to win this award?**



# TOP BPO COMMUNITY IMPACT

The Top BPO Community Spirit Award is awarded to the organisation that demonstrates a sustainable commitment to the community by getting involved and supporting social impact or improvement through programs that assist individuals / families / institutions within marginalised and excluded communities.

Expand on the organisations strategy, impact activities, program/s which have been undertaken within the past 12 months (since July 2024) to benefit a community and the results, impact seen.

**NOTE: This is not an Impact Sourcing Award**

## **Nominations Questions:**

- 1. Please specify which areas the organisation is involved with. Select all that apply.**
  - a) Donations (Cash or products)
  - b) Donations (Blood, etc.)
  - c) Events
  - d) Fundraising Campaigns
  - e) Volunteering (Services or staff)
  - f) Endorsements g. Other
- 2. How many years has the organisation been involved with the community?**
- 3. What percentage of employees are involved in the community initiative?**
- 4. Provide details of the monthly Per-Person time dedicated to the community.**
- 5. How does the organisation choose which community initiatives to support? Elaborate on the process and support with evidence.**
- 6. Describe the main community activities undertaken in the last 12 months (July 2024). Elaborate on how the community has benefited from the organisation supporting these initiatives. Support with evidence.**
- 7. Describe how the organisation's involvement in community initiative has enhanced morale and motivation amongst employees.**
- 8. How has success of the program been measured? Support with evidence.**
- 9. How has a balance between the needs of the organisation (i.e. achieving service level targets) and those of the community initiatives been achieved?**
- 10. Expand on the organisation's future plans for the program.**
- 11. Why do you believe your organisation deserve to win this award?**

# TOP DIGITAL SOLUTION AND TRANSFORMATION OPERATOR OF THE YEAR

As the global BPO industry evolves, digital transformation and innovation have become essential to remain competitive, efficient, and customer-focused. This award recognises a BPO or contact centre operation that has demonstrated exceptional leadership in digital enablement — successfully integrating technology, automation, and digital solutions to enhance operational performance, customer experience (CX), and business outcomes.

The award celebrates operators that have embraced innovation to reimagine service delivery, improve operational efficiencies, and future-proof their business models. This includes advancements in areas such as AI, robotics process automation (RPA), omnichannel service, data analytics, workflow optimisation, and employee experience technologies.

Entrants must show how their digital transformation strategy has delivered tangible results — from improved service levels and cost efficiencies to enhanced employee engagement and customer satisfaction. Special recognition will be given to operations that have successfully combined digital solutions with human expertise to drive business growth, operational resilience, and service excellence.

This award aims to spotlight operators who not only keep pace with digital trends but who actively lead the way in shaping the future of customer management and BPO services.

## **Nomination Questions:**

- 1. Provide a brief overview of your organisation's digital transformation strategy.**
  - When was it implemented?
  - What were the key drivers for change?
- 2. Which digital solutions, tools, and technologies have you introduced in the past 12–24 months?**  
(e.g. AI, RPA, workflow automation, omnichannel platforms, data analytics, knowledge management tools, digital CX tools)
- 3. Explain the business challenges or opportunities these solutions were designed to address.**
  - What operational or customer service issues did you aim to resolve?
  - What improvements were you targeting?
- 4. Describe the implementation process.**
  - How were teams prepared for the transition?
  - What change management and training processes were undertaken?
- 5. Provide measurable evidence of the results achieved through your digital initiatives.**  
(e.g. improved CX scores, reduced operational costs, increased productivity, reduced error rates, enhanced employee engagement)
- 6. How has the adoption of these digital solutions enhanced both Customer**

## **Experience (CX) and Employee Experience (EX)?**

### **7. What role has innovation played in your transformation journey?**

- Share examples of unique, creative, or first-in-market solutions you've developed or adopted.

### **8. How have you balanced technology deployment with human engagement to maintain service excellence?**

- How do you preserve empathy, customer care, and problem-solving in a digitally enabled environment?

### **9. Have you integrated AI, automation, or analytics into decision-making and operational processes?**

- If yes, describe the outcomes and lessons learned.

### **10. What are the next steps in your organisation's digital transformation roadmap?**

- Outline future plans for expansion, new technologies, or further integration.

### **11. Why do you believe your organisation deserves to be recognised as the Top Digital Solution and Transformation Operator of the Year?**

- Summarise your key differentiators, achievements, and impact on your clients, employees, and industry.

### **Supporting Evidence Upload:**

*Please upload supporting documents, visuals, reports, or testimonials that validate the achievements and outcomes outlined in your submission. This may include but is not limited to:*

- Performance dashboards and analytics
- Case studies or campaign summaries
- Client testimonials or feedback
- Before-and-after metrics
- Screenshots or visuals of implemented digital tools or processes
- Employee or customer satisfaction reports
- Industry awards or accreditations received related to digital transformation

**Upload formats accepted:** PDF, Word, Excel, or JPEG/PNG, Video



# TOP LEADERSHIP DEVELOPMENT INITIATIVE

In an industry where operational excellence is driven by strong, people-focused leadership, this award recognises the organisation that has implemented an outstanding leadership development programme within the BPO sector.

The **Top Leadership Development Initiative** award celebrates initiatives designed to identify, nurture, and grow leadership talent within an organisation — from frontline leaders through to senior management. Entrants should demonstrate how their programme equips emerging and existing leaders with the skills, knowledge, and behaviours required to manage people, improve operational performance, and drive business growth in a dynamic, fast-paced environment.

The award recognises initiatives that go beyond technical or operational training and actively focus on leadership competencies such as emotional intelligence, communication, decision-making, coaching, and people development.

Entrants must provide evidence of measurable outcomes, including improvements in leadership capability, employee engagement, operational performance, and career progression opportunities for participants. Special consideration will be given to programmes that promote diversity and inclusion, talent mobility, and leadership succession planning within the organisation.

This award aims to spotlight leadership initiatives that make a tangible, lasting impact on individuals, teams, and the broader business.

## Nomination Questions

### 1. Provide an overview of your leadership development initiative.

- When was it launched?
- What business challenges or talent needs was it designed to address?

### 2. Who is the programme aimed at?

- Entry-level leaders, frontline team leaders, middle management, senior leaders, or a combination?
- How many participants have completed or are currently enrolled?

### 3. Outline the key focus areas and learning outcomes of the programme.

- What leadership competencies and business skills does it develop?
- How are these aligned to your organisational objectives?

### 4. Describe the structure and delivery model of your programme.

- Is it classroom-based, blended, mentorship-driven, practical exposure, e-learning, or a combination?
- How long is the programme and how frequently is it run?

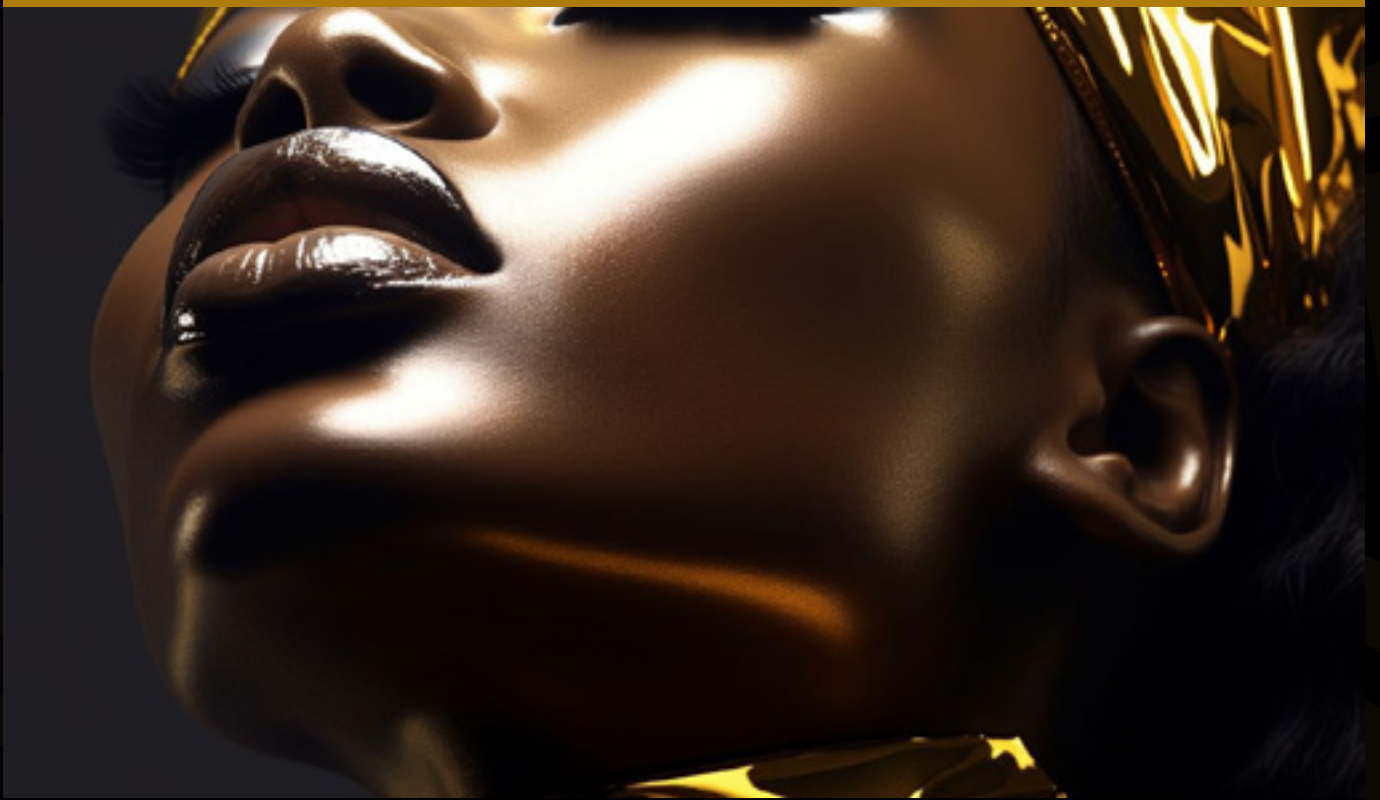
### 5. Provide evidence of measurable outcomes achieved through the initiative.

- Improved leadership capability scores, employee engagement, operational performance, promotions, retention of high-potential employees, etc.

6. How does the programme support broader business goals such as operational efficiency, employee experience (EX), and customer experience (CX)?
7. In what ways does your programme promote diversity, inclusion, and equal access to leadership opportunities within your organisation?
8. How is participant progress, success, and programme impact measured and evaluated?
9. Share one or two success stories of individuals who have benefited from the programme and progressed within the organisation.
10. What makes your leadership development initiative unique or different from others in the sector?
  - Highlight standout features, partnerships, or innovative approaches.
11. Why do you believe your organisation deserves to win this award?
  - Summarise your programme's key achievements, impact, and contribution to leadership growth within the BPO industry.

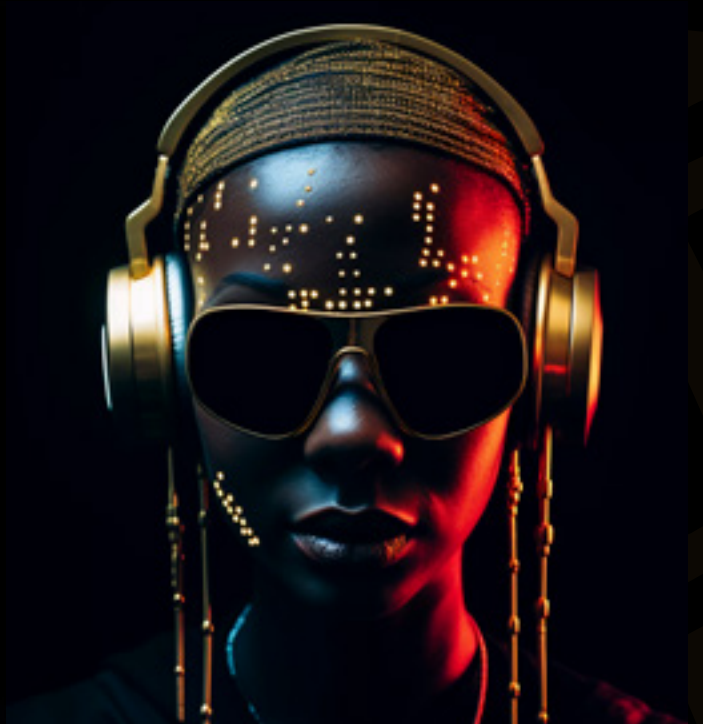


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