

# 2010 National Outsourcing Association Awards for Best Practice in Outsourcing

Entry Form

**NOAAs**

NATIONAL OUTSOURCING ASSOCIATION AWARDS 2010

# Call for entries

The 2010 National Outsourcing Association Awards (NOAAs) for Best Practice in Outsourcing, in association with The OUT Group and sourcingfocus.com invites you to enter a submission to this industry leading event.

After the phenomenal success of the 2009 NOAAs, the NOA is proud to present the seventh annual awards to recognise and reward innovation and achievement by suppliers, users and integrated teams within the outsourcing industry. The winners represent the length and breadth of the outsourcing industry, from banking to telecoms, small companies to large, individuals and major corporates.

With planned attendance of 500 guests, the glittering evening will provide an ideal setting to entertain and network with leading players from the industry. The NOAAs are unique in that they are completely independent, and as such they are highly respected and coveted within the industry.

## How to Enter

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Entry to the NOAAs for Best Practice in Outsourcing 2010 is free, and straightforward. Simply follow the steps below, and ensure that your entries abide by the general entry rules.

- **STAGE 1**

Decide which categories you wish to enter. The same entry can be submitted in more than one category, however, each entry must be submitted with a separate entry form and should be tailored to meet the specific criteria for the relevant category.

- **STAGE 2**

Complete the entry form for each submission as requested and attach any relevant supporting material, according to the general entry rules (see below). Please also supply a 250 word synopsis for each submission. Judges will give preference to awards submissions that adhere strictly to the awards criteria outlined below.

- **STAGE 3**

Return your entry to:  
NOA, 44 Wardour Street London W1D 6QZ

Please send four hard copies of each submission and one copy of the supporting material. Please also email a copy to [awards@noa.co.uk](mailto:awards@noa.co.uk)

- **STAGE 4**

The categories will be judged solely on the information submitted on the entry form and in the supporting material. No feedback will be provided on the judging process and the judge's decision is final.

- **DEADLINE**

Entry forms must be received no later than 5pm on **Friday 9th July 2010.**

## Award Categories

### 01 | BPO CONTRACT OF THE YEAR

The BPO Contract of the year will be judged on the basis of its ability to deliver both initial and ongoing business benefit to the client, incorporating both best practice and ongoing service innovation.

Factors for review include:

- Benefit realisation: what benefits were delivered to the client organisation against target?
- Approach taken to benefits realisation: what mechanisms were used to speed up the delivery of benefit to the client and ensure certainty of outcome?
- Standardisation of processes and use of best practice
- Use of tools and technology
- Use of analytics
- Approach to ongoing service innovation

Please also incorporate and answer the questions outlined in the BPO Contract of the Year supplement sheet within your submission which can be found on our website [www.noaawards.co.uk](http://www.noaawards.co.uk) under the appropriate award category

Maximum 1200 words

### 02 | IT OUTSOURCING PROJECT OF THE YEAR

Factors for review include:

- Objectives: what were the key project objectives
- Implementation: how successful were the control measures? Please state the start date and completion date of the project.
- Evaluation: how did you measure the success of the project eg improved quality of service, improved SLAs / KPIs etc. How did the objectives compare to client deliverables achieved? It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI).
- Best practice: how did the project demonstrate best practice? Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Innovation: please state what was unique or different about this project and why you should win this award

Maximum 1200 words

### 03 | FINANCIAL SERVICES OUTSOURCING PROJECT OF THE YEAR

Factors for review include:

- Objectives: what were the key project objectives
- Implementation: how successful were the control measures? Please state the start date and completion date of the project.
- Evaluation: how did you measure the success of the project eg improved quality of service, improved SLAs / KPIs etc. How did the objectives compare to client deliverables achieved? It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI).
- Best practice: how did the project demonstrate best practice? Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Innovation: please state what was unique or different about this project and why you should win this award

Maximum 1200 words

### 04 | PUBLIC SECTOR OUTSOURCING PROJECT OF THE YEAR

Factors for review include:

- Objectives: what were the key project objectives
- Implementation: how successful were the control measures? Please state the start date and completion date of the project.
- Evaluation: how did you measure the success of the project eg improved quality of service, improved SLAs / KPIs etc. How did the objectives compare to client deliverables achieved? It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI).
- Best practice: how did the project demonstrate best practice? Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Innovation: please state what was unique or different about this project and why you should win this award

Maximum 1200 words

### 05 | TELECOMMUNICATIONS, UTILITIES AND HIGH-TECH OUTSOURCING PROJECT OF THE YEAR

Factors for review include:

- Objectives: what were the key project objectives
- Implementation: how successful were the control measures? Please state the start date and completion date of the project.
- Evaluation: how did you measure the success of the project eg improved quality of service, improved SLAs / KPIs etc. How did the objectives compare to client deliverables achieved? It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI).
- Best practice: how did the project demonstrate best practice? Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Innovation: please state what was unique or different about this project and why you should win this award

Maximum 1200 words

### 06 | OFFSHORING OPERATION OF THE YEAR

Open to vendors, service providers, and software consultants.

Factors for review include:

- Describe what makes you different from all other offshoring operations eg highlight procedures, processes, infrastructure etc
- Contribution to clients and the outsourcing industry
- Demonstrate measures of success eg improved quality of service for clients, improved SLAs / KPIs, number of major contracts won etc.
- Demonstration of best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words

## 07 | OUTSOURCING PROFESSIONAL OF THE YEAR

Factors for review include:

- Examples of excellent work which demonstrates outstanding service management and relationship management
- Highlight what you believe is distinctive about your approach
- Provide evidence of coaching or mentoring of your team
- Provide evidence of thought leadership within the industry
- To support your nomination, please provide testimonials from clients / team members / your employer
- Demonstration of how you show promise as a future leader of the industry
- In no more than 50 words please describe why you should win this award

Maximum 1200 words

## 08 | OUTSOURCING SERVICE PROVIDER OF THE YEAR

Open to vendors, service providers, and software consultants.

Factors for review include:

- Describe what makes you different from all other service providers
- Contribution to clients and the outsourcing industry
- Demonstration of best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words

## 09 | OUTSOURCING CONTACT CENTRE PROVIDER OF THE YEAR

Open to service providers.

Factors for review include:

- Describe what makes you different from all other contact centre service providers
- Contribution to clients and the outsourcing industry
- Demonstration of best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words

## 10 | OUTSOURCING ADVISORY OF THE YEAR

Open to consultants, legal advisers, marketing advisers, and recruitment consultants.

Factors for review include:

- Describe what makes you different from all other advisers
- Contribution to clients and the outsourcing industry
- Demonstration of best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words

## 11 | OFFSHORING DESTINATION OF THE YEAR

Factors for review include:

- What are the advantages of your country that would appeal to UK companies?
- What level of market penetration has your country made in the UK in the last year?
- What areas of outsourcing does your country specialise in?
- To support your submission, please provide testimonials of UK companies outsourcing to your country

Maximum 1200 words

## 12 | OUTSOURCING END-USER OF THE YEAR

Open to end-users of outsourcing services only.

Factors for review include:

- Demonstration of how your organisation has implemented an outsourcing strategy with examples of successful outsourcing projects
- Demonstration of how outsourcing has enhanced your organisation's service delivery including measures of success eg improved quality of service, improved SLAs / KPIs etc.
- Demonstration of the business case including statistics for your organisation's Return on Investment (ROI)
- Demonstration of best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words

## 13 | AWARD FOR INNOVATION IN OUTSOURCING

Open to end users, suppliers and the support industry

Factors for review include:

- Outstanding contribution to clients and demonstration of a unique approach or 'industry first'
- Contribution to the outsourcing industry in terms of setting new standards for industry best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Demonstration of tangible Return on Investment and specific measures for service enhancement

Maximum 1200 words

## 14 | AWARD FOR BEST PRACTICE IN OUTSOURCING

Factors for review include:

- Contribution to the outsourcing industry in terms of setting new standards for industry best practice. Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model
- Highlight what you believe to be distinctive about your best practice approach
- Provide evidence of thought leadership within the industry as relates to best practice in outsourcing

Maximum 1200 words

## 15 | AWARD FOR ACADEMIC ACHIEVEMENT

Open to Masters or MBA students to nominate dissertations based on a sourcing related topic. The dissertations must have been submitted and marked during the academic year 2008/2009.

### Factors for review include:

- Exploring outsourcing practice that results in the creation of knowledge significant to the outsourcing profession
- Challenging or developing the practice of others in the outsourcing profession.
- The potential to lead to significant insights which are likely to make a lasting impact upon personal and professional understanding
- Demonstrate an ongoing commitment to professional development of self and others

Students should provide a synopsis of the dissertation for consideration of no more than 1200 words.

## 16 | AWARD FOR CORPORATE SOCIAL RESPONSIBILITY

### Factors for review include:

- Objectives: Explain the background of the initiative and give the reasoning behind it? Detail the project objectives.
- Implementation: How was the project delivered to ensure it met set objectives? How were the decisions made? Please state the start date and completion date of the project.
- Evaluation: Who were the stakeholders and what did the CSR initiative deliver to all stakeholders? It is essential to demonstrate the business case and provide statistics for deliverables for all the stakeholders - tangible Return on Investment (ROI) if possible. If the CSR initiative is not for your own company expand on how you achieved the objectives for your client?
- Innovation: Please state what was unique or different about this project and why you should win this award.
- Future: Please indicate the future plans for this initiative.
- We will be accepting charitable, community development and green initiatives within this CSR category

Maximum 1200 words

## GENERAL ENTRY RULES

- All submissions must be received by 5pm on **Friday 9th July 2010**
- All submissions should correspond to live projects between January 2009 and June 2010 (excluding the Academic Achievement Award)
- Please supply four copies of each submission
- Please complete an entry form for each submission
- If a company is submitting the same entry in more than one category, each entry must be submitted separately in its own envelope or plastic file with a separate entry form, supporting materials etc.
- We are unable to return supporting materials provided
- Entry forms can be downloaded from the website [www.noa.co.uk](http://www.noa.co.uk)
- No feedback will be provided on the judging process and the judge's decision will be final

## ENTERING SUBMISSIONS:

Please post four copies of each submission (see general entry rules) to: Natalie Milsom  
National Outsourcing Association, 44 Wardour Street,  
London W1D 6QZ.

Please email each submission to: [awards@noa.co.uk](mailto:awards@noa.co.uk)  
(Please put 'Awards Submission' in the subject box)

## DEADLINE:

Submissions must be received by 5pm on  
**Friday 9th July 2010.**

## FURTHER INFORMATION:

Please contact Natalie Milsom on 0207 292 8686 or email [awards@noa.co.uk](mailto:awards@noa.co.uk) for further information

## FAQ's

### Q1. Is our submission still eligible giving the other countries involved in the project?

As long as the project in the submission involves a UK organisation at some stage of the project, this is eligible to submit. For example, if you are an Indian based organisation but worked with a UK client or alternatively if your UK subsidiary worked with an International client or supplier to deliver a service you are eligible to submit.

### Q2. Is our submission considered to be a live project between January 2009 and June 2010?

Whether the project in question is being formulated, implemented or has ceased to exist but was still ongoing at any time between January 2009 and June 2010 this is considered to be live and therefore eligible for submission.

### Q3. Can we submit the same project more than once?

Yes, we do however recommend that you tailor each submission to reflect the requirements of each category. Please ensure you submit the correct number of copies for each submission.

### Q4. How do I gain access to the NOA Life Cycle Model?

Credit is given to those demonstrating use of the NOA's Outsourcing Lifecycle Model, this is to ensure best practice in outsourcing is adhered to. NOA members can gain access to the model through the NOA website via the members' area, however we are happy for non-members to use alternative models to reflect best practice.

**If you have lost your NOA membership login details please contact Veronika Kuehnel by emailing [veronikak@noa.co.uk](mailto:veronikak@noa.co.uk) or by calling +44(0)207 292 8686.**

