



**ABS  
DIAMONDS**

# GALA AWARDS 2018

**... SHINE BRIGHT!**



# Mission & Vision

ABSL Diamonds were created to award projects and initiatives that had a significant and tangible impact on the business services sector and its stakeholders and contributed to the further development of this dynamically growing industry.

The aim of the ABSL Diamonds is to inspire the business services community to continually strive for excellence and in this way to strengthen the sector's position as the powerhouse of the Czech economy.

Today, business and technology services have the potential to position the region as the world's premium location and a global leader of advanced and knowledge-based processes.

As the largest organization representing the sector, ABSL wants to promote innovative, cutting edge solutions and initiatives that push the whole industry into new and exciting directions.

## BENEFITS OF PARTICIPATING

- Official recognition of the centre at the Gala Awards Ceremony, getting ABSL Diamonds statuette and prize
- Promotion on ABSL website, through social media and follow-up materials and mailings
- Becoming part of ABSL Diamonds promo video
- Case study included in ABSL report 2019
- Media interview of the centre head and coverage in Czech press

# Looking back at 2017

During the 5th ABSL Annual Conference in October 2017 in Brno, for the second time we handed awards to the companies that thank to their innovative projects increased standards of services, business processes and work environment and contributed to the cultivation of business services centres in the Czech Republic.

ABSL Diamonds were awarded by independent jury that has expertise in the respective seven categories:

- Business Excellence: **Comdata**
- Education: **OKIN BPS**
- Customer Initiative: **Anheuser Busch Inbev Czech**
- Business Innovation: **Bluelink International**
- Value Creation: **Siemens**
- Employer Branding: **CDK Global (Czech Republic)**
- Innovative Workplace: **SAP Services**

Read inspiring stories of awarded projects and watch a video from a memorable gala evening at <http://www.absl.cz/activities/diamond-awards/diamond-awards-2017/>.

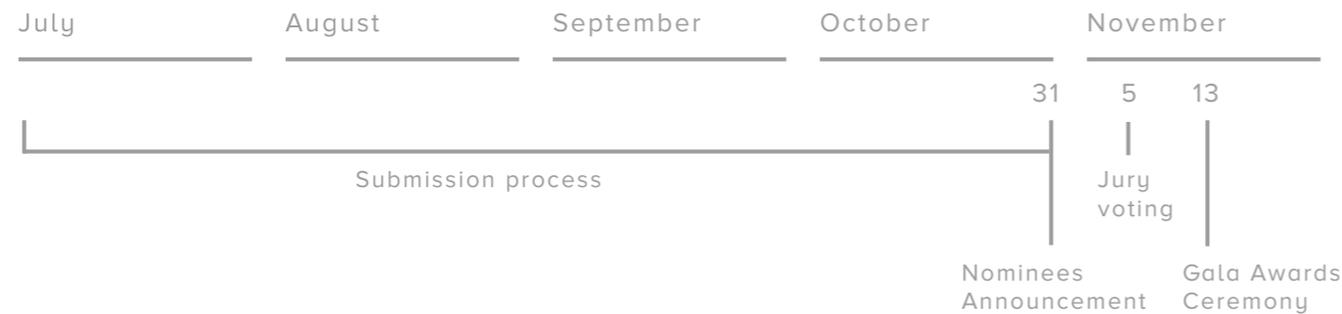


# ABSL Diamonds 2018

# Sponsorship Offer

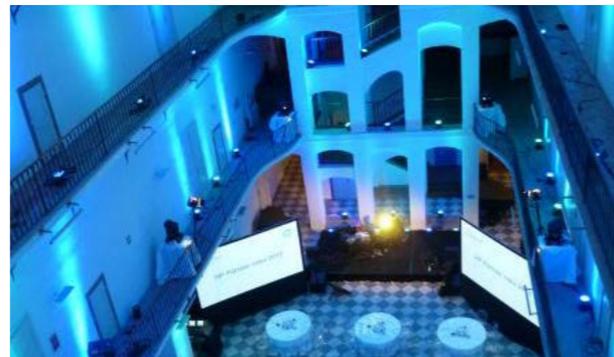
The Gala will be held on 13th November 2018 in Czech Museum of Music, Karmelitska 388/2, Prague 1. Each ABSL member is guaranteed one place at Gala Awards.

Participation in the Gala Awards is non-chargeable for participants in awards as this is part of their membership fees. Registration will be open in September 2018.



## GALA AGENDA

18.00	Registration & Welcome Drink
18.30	Welcome & Opening Remarks
19.00	Gala Dinner & Awards Ceremony
22.00	Networking



## DIAMOND SPONSOR

- Exclusivity
- 4x Gala Access
- Opening Speech (3-5 minutes)
- Sponsor's video presentation during the ceremony
- Full promotion during the Diamonds process (including at ABSL Annual General Meeting, social media, ABSL website, press coverage)
- Roll-up in the Registration area
- Logo on all promotional materials
- Access to participants' database

200.000 CZK

## PLATINUM SPONSOR

- Patronage in one of the 7 categories: Business Excellence, Education, Customer Initiative, Business Innovation, Value Creation, Employer Branding
- 3x Gala Access
- Nomination of an expert judge to the Diamonds panel
- Speaking slot during award presentation
- Full promotion during the Diamonds process (including ABSL Annual General meeting, social media, ABSL website, press coverage)
- Roll-up in the Registration area
- Logo on all promotional materials

150.000 CZK

# Eligibility & rules

1. The ABSL Diamonds are open to any company from the Business Services Sector that operates in the Czech Republic. It includes BPO, Shared Services Centers, ITO, R&D Centers.
2. There is no obligation to be an ABSL Member for submitting a nomination.
3. Provider companies, third-party vendors, advisory organizations and similar cannot submit applications.
4. Companies may nominate their own projects/initiatives or projects/initiatives they have been associated with. Companies can submit a project/initiative that started and concluded with visible results in the last 18 months. The project should not be nominated for Diamond Awards in previous years.
5. Each corporation/brand can submit only one application in each category, maximum five applications.
6. Project submission is free of charge.
7. All applications should state a contact person (a representative of the company) and details of the nominated organization. This person can be contacted by ABSL to confirm any information stated on the nomination form.
8. Five nominations with the highest score in each category will be shortlisted as nominees, and the companies that are on the shortlist will have their projects and initiatives publicly broadcast on a larger scale through the ABSL website and other sources as part of a promotional campaign in the media.
9. By submitting a nomination, an applicant gives his/her consent for the Organizer to do so and is required to provide contact details to a PR department or a person responsible for further communication with the media.
10. No information about the companies that are not selected as nominees or winners will be publicly shared.



# Categories

The Jury is composed of independent and professional experts from the Business Services sector.

Each nominee can receive up to 100 points per category. Each category has four major criteria. The judge allocates the points from 0 to 25, assigned to each criteria. The nomination ranked with the highest score in each category will be the category winner.

## CUSTOMER INITIATIVE

This category focuses on rewarding an innovative initiatives that had significantly improved customer satisfaction and contributed to deliver superior services.

- Client's feedback and financial gains for the Clients
- Innovativeness

Building and sustaining Customer Intimacy leads to improved business performance. The award in this category recognizes the most compelling success story of building customer intimacy and improving customer satisfaction in business services delivery.

### NOMINATION CRITERIA:

- Number of impacted customers
- Engaged stakeholders



# VALUE CREATION

This category aims to reward an innovative initiative that has delivered concrete solutions and achieved tangible enterprise results by adding end-to-end business value to its internal and external stakeholders.

The activities performed by different Business Services Centers require ever deeper and more effective interconnection across functions, clients and many other stakeholders.

We regularly hear about cases when decision makers at headquarters take actions based on strategic information provided by your centers. Such achievements are the result of an effective cross-functional cooperation which generates additional value to the enterprise.

This category aims to recognize an innovative initiative that has delivered concrete solutions and tangible results by adding value to its internal and/or external stakeholders. Your success story has to demonstrate how you overcame working in silos or successfully managed to integrate

different functions within the organization to build strong, sustainable partnerships with your stakeholders (internal and/or external).

## NOMINATION CRITERIA:

- Scope & timeline of the project
- Tangible improvement to Client's
- Client's feedback, references
- Innovativeness

# BUSINESS EXCELLENCE

This category aims to reward innovative initiatives that have significantly reduced operation costs and delivered sustainable solutions to increase organization productivity.

The implementation of tools and techniques that drive performance and productivity (Six

Sigma, Lean, Agile) across organisations and enhance the value of operations is a standard practice in today's business services sector. Without these programs, the ability of each organisation to continuously improve the bottom line would not be possible.

This category seeks to recognize the most innovative projects that have brought significant improvements and contributed to achieving business excellence through enhanced process quality, reduction of operational costs and the projects' overall impact on their respective enterprises.

## NOMINATION CRITERIA:

- Dimension of the project
- Operational cost savings
- Processes streamlining
- Innovativeness



# EDUCATION

A special award for a unique cooperation between an educational institution and company that has built brand awareness and enhanced the perception of business services sector among universities and student community.

One of the key factors for future success is talent availability and development. One of the characteristics of people employed in the sector is their relatively young age. The sector has established strong and beneficial partnerships with educational institutions in order to start informing potential future employees earlier about the opportunities the sector has to offer. Many companies undertake awareness actions or run dedicated awareness programs in cooperation with universities.

This special award will recognize the unique cooperation between companies partnering schools, universities and educational institutions to develop young talent, build strong brand awareness and enhance the perception of the business services sector among universities and the student community.

## NOMINATION CRITERIA:

- Originality of the action
- Scale (local, national, international)
- Achieved results
- Number of participants/stakeholders

# BUSINESS INNOVATION

This category focuses on rewarding either a successful migration and delivery of advanced services or the development of an innovative solution that will path the ways for further growth of business services capabilities.

Over the last few years, the Business Services sector has moved from transactional and

fairly simple operations to more advanced activities and processes. There are an increasing number of examples where former back-office companies set new standards and ways of working for onshore entities and headquarters.

This category focuses on rewarding either the development of innovative solutions or a successful delivery of advanced services. Both should be considered as a means to pave the way to further growth of business services capabilities. Your success story has to demonstrate how your organization acquired “best in class” expertise and developed an outstanding set of skills that distinguished it from other centers.

## NOMINATION CRITERIA:

- Successful scope extension
- Impact on Global business
- External recognition (media)
- Innovativeness



# EMPLOYER BRANDING

The reputation of the sector hasn't been changing as it should, and too many stakeholders are not aware of the exciting positions and environment that the sector offers. Many companies undertake awareness actions or run dedicated in-depth sessions to change that state and actively enhance the perception of business services sector.

This category aims at rewarding projects designed to build a compelling employer branding campaign and boost the reputation of the sector towards all stakeholders including local authorities, universities...

The project can be either dedicated to already hired staff (showing the unique advantages of our sector), or it can be focused on potential new employees.

## NOMINATION CRITERIA:

- Originality of the activity
- Achieved results
- Scope of the project
- External recognition (media)

# INNOVATIVE WORKPLACE

The working environment in which the companies from the Business Services Sector perform has continuously evolved for the last decade. These changes are triggered by the nature of the activities and the young workforce, often referred to as millennials.

The cliché of a traditional working place - where employees just come, do their job and leave - is gone.

Today, many companies design and implement programs that make their working environment unique, inspiring and energizing. These new and creative initiatives can include IT, real estate, social, ethical features that are not pay related and that, at the end of the day, make our working environment more vibrant, pleasant and friendly.

## NOMINATION CRITERIA:

- Innovativeness
- Impact on Business
- Employers Feedback
- Success of Implementation





**ABS  
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For more info, please contact:

Jonathan Appleton  
Managing Director  
tel. +420 731 157 330  
jonathan.appleton@absl.cz

Helena Tabakovová  
Operations Manager  
tel. +420 725 388 554  
helena.tabakovova@absl.cz



**ABS**

**Association of Business Service Leaders in the Czech Republic**

Jugoslávská 29, 120 00 Prague 2

**[www.absl.cz](http://www.absl.cz)**

