



# The CCMA Accreditation Programme

Underpinned by the Contact Centre Standards Framework

# Celebrate What's Working And Discover What's Possible

Your contact centre is so much more than calls, queues and KPIs. It's a vibrant, people-powered environment where brand, customer and colleague experience meet.

The CCMA Accreditation Programme shines a light on what you're doing brilliantly and offers clear, practical insight into where you can go even further. Built around five essential pillars, the programme gives you independent recognition, expert feedback and ongoing support you can use to make real change – for your people, your customers and your future.

**This isn't just about a badge on a website** (though you'll get those too). It's about what sits underneath – the culture, the thinking, the leadership, the service, the heart of your operation.

When you join the programme, you're not only benchmarking against best practice – you're investing in meaningful progress.

## What You'll Gain

- ✔ A detailed, independent view of what's working and what's possible.
- ✔ A people-first assessment that looks beyond the surface.
- ✔ Powerful insights to guide decision-making and inspire improvement.
- ✔ Recognition that celebrates the **how**, not just the **what**.

## What You Can Do With It

- ✔ Use your scores and insights to shape strategy and change.
- ✔ Share your achievements with clients, boards and key stakeholders.
- ✔ Energise internal teams with independent recognition.
- ✔ Support improvement planning with meaningful feedback.
- ✔ Attract great talent and boost colleague pride.
- ✔ Back up business cases with solid evidence.

## How To Become An Accredited Contact Centre?

Your journey to accreditation begins with a discovery meeting with our Learning and Accreditation Manager, Mel Lomax. She'll take the time to understand your key drivers for accreditation and how it aligns with your future plans. Mel will also walk you through the process, outlining key milestones and providing ongoing support along the way.

You'll be given a list of documents and processes to provide which will evidence your organisation's commitment to the five pillars: Strategy and Leadership, Innovation, Colleague Experience, Operational Excellence, and Customer Experience.

Next, you'll be assigned an independent appraiser who will review your evidence through our secure portal. This is followed by an on-site visit, where you'll have the opportunity to showcase your contact centre in action, demonstrating how your team brings your policies and processes to life.

Using our assessment framework, the appraiser will evaluate all evidence and observations to generate a comprehensive report. This will highlight your strengths and provide tailored recommendations under each pillar, helping you take your contact centre to the next level.



# What Does the Independent Assessment Provide?

- ✓ An Executive Summary.
- ✓ Scores against each assessment statement.
- ✓ Achievement for each of the five areas assessed.
- ✓ Overall accreditation achieved.
- ✓ A trophy to display and celebrate your accreditation.
- ✓ A digital badge for marketing purposes and internal recognition.
- ✓ Valid for 24 months.
- ✓ Top-performing accredited contact centres also receive the opportunity to be nominated for the Contact Centre Excellence Award at the UK National Contact Centre Awards.



## What Else Can You Do with Your Accreditation?

### Strengthen Your Brand and Reputation

Share your digital badge on your website, email footers, and social media to showcase excellence and credibility. Use pillar achievements in marketing, PR and awards submissions. Build trust with current and prospective clients, regulators and stakeholders.

### Elevate Internal Communications

Celebrate success across teams through internal comms campaigns. Create stories and spotlight content around each badge to recognise departments or initiatives. Use your scores to drive healthy competition and pride between teams or sites.

### Guide Transformation and Change

Use accreditation results as a baseline before or after transformation projects. Demonstrate progress in culture or operational change over time. Measure the impact of major initiatives (e.g. new tech, hybrid working, CX redesign).

### Feed into Strategic Planning

Align the accreditation feedback with your long-term strategic goals. Use it to evidence culture, service, and performance improvements to boards or exec teams. Map scores and themes into your OKRs, KPIs or annual operating plans.

### Support Business Development

Include your accreditation and scores in tender submissions or RFPs to stand out from competitors. Demonstrate operational maturity and service quality in client pitches. Leverage independent validation to win and retain contracts.

### Focus and Prioritise Improvement

Use the report's recommendations to prioritise investment and improvement efforts. Identify where to focus resources for the biggest people or performance impact. Create pillar-based action plans to assign ownership and measure progress.

### Drive Culture and Engagement

Recognise and celebrate the role your people played in your results. Increase engagement by showing colleagues how their work connects to success. Use the experience to co-create a shared improvement mindset across roles.

### Embed Learning and Development

Design L&D activity around pillar insights (e.g. leadership, CX, knowledge management). Use feedback to inform your talent, training and coaching priorities. Turn accreditation insights into bespoke team development initiatives.

# The Contact Centre Standards Framework

The Contact Centre Standards Framework provides organisations and their contact centres a pathway to higher performance and ongoing operational excellence.

The CCMA has been supporting the contact centre industry for over 30 years, and the Contact Centre Standards Framework has been created by professional, experienced leaders at the forefront of driving change and continuous improvements within contact centres.

Approved by the CCMA's Standards Advisory Board, the Standards Framework is a highly-regarded, credible and independent improvement programme for UK contact centres, providing leaders with a clear route to better understanding where their operations are exceptional, and to discover gaps in capability with the intention of increasing contact centre performance.

Contact centre leaders from in-house or outsourced operations that gain accreditation through the framework are demonstrating their commitment to achieving the highest standards of customer and colleague experience, for the benefit of their organisation.

## A Commitment to Continuous Improvement

The process is a positive experience, offering a professional, experienced external view to support leaders to raise standards for their contact centre. The Contact Centre Standards Framework is structured around **five key pillars**.



### Strategy and Leadership

Assessing how clearly the contact centre's strategic direction is defined, aligned, and communicated, as well as how well it is lived through everyday behaviours. Strong performance demonstrates a culture of purpose and alignment, where the vision is not just known but felt.



### Innovation

Evaluating how well contact centres embed continuous improvement across the operation, actively involving colleagues and customers in shaping better outcomes and fostering a psychologically safe culture where ideas can be raised and acted upon.



### Colleague Experience

Focusing on the entire colleague experience, from attracting the right talent to growing future leaders. A high-performing contact centre nurtures a culture where people feel they belong, are trusted to succeed, and are supported through structured development.



### Operational Excellence

Examining how efficiently and effectively the contact centre operates, how data is used to inform decisions and how processes and environments support people to perform at their best. High-performing contact centres make excellence a habit, not a heroic effort.



### Customer Experience

Analysing how contact centres design, measure and improve customer interactions, across all channels and segments. It also assesses how customer feedback is valued, complaints are resolved and services are personalised.

## Ready To Raise The Bar?

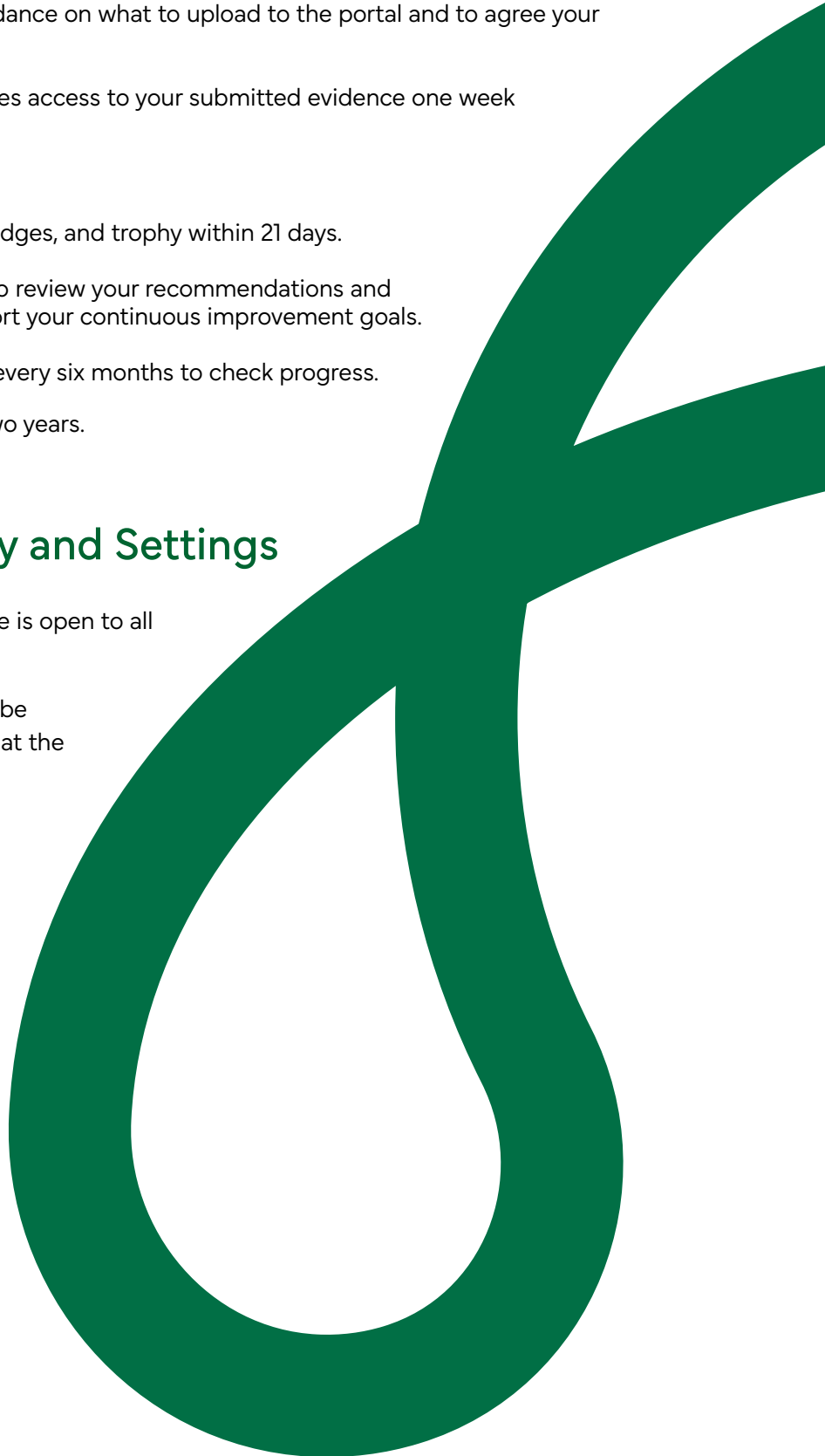
Whether you're just beginning your transformation or leading from the front, this programme helps you see your contact centre with fresh eyes and unlock new ways to thrive.

Here's what the journey looks like:

- ✔ Book a discovery call with our Learning & Accreditation Manager to discuss your operation, timescales and pricing.
- ✔ Schedule an onboarding call for guidance on what to upload to the portal and to agree your assessment date.
- ✔ Your assessor is assigned and receives access to your submitted evidence one week ahead of the site visit.
- ✔ On-site assessment takes place.
- ✔ Receive your personalised report, badges, and trophy within 21 days.
- ✔ Join a follow-up call within 14 days to review your recommendations and explore how membership can support your continuous improvement goals.
- ✔ Benefit from ongoing support calls every six months to check progress.
- ✔ Reaccreditation opportunity after two years.

## Accreditation Eligibility and Settings

- ✔ The CCMA Accreditation Programme is open to all contact centre operations in the UK.
- ✔ Organisations that are assessed will be members of the CCMA and can join at the point of application.
- ✔ BPOs may be accredited. There are some in-built adjustments to the assessment to ensure it is relevant to the outsourcing setting.
- ✔ Contact centres may operate in a hybrid or homeworking setting; the assessment caters for this.
- ✔ A single site may include multiple brands or multiple clients.
- ✔ A contact centre may request just a single brand or client to be assessed.



## Pricing

Please enquire for assessment options and pricing. Pricing is based on contact centre size and operational structure.

## Take The First Step

For more information or to apply for the CCMA Accreditation Programme, underpinned by the Contact Centre Standards Framework, please enquire via our website or email Mel Lomax, Learning and Accreditation Manager, on [mel@ccma.org.uk](mailto:mel@ccma.org.uk).

