



**ABS
DIAMONDS**

THE ABSL DIAMONDS CATEGORIES

Business Leader in Business Excellence

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.

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? long did it take to design and implement the initiative/project?
- **Operational improvements and cost savings:** How did it affect financial performance (cost reduction, cost avoidance). How did the project improve your competitive advantage? Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.
- **Process streamlining:** Can the initiative be replicated in other processes/functions? Has it been deployed in other entities or organizations?
- **Approach:** Please detail the approach (methodologies, processes, technologies) used in the project.

Business Leader in Customer Experience

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.

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? The number of stakeholders engaged (single/multiple functions, local or global departments) and resources employed. How long did it take to design and implement the initiative/project?
- **Financial/Business gains for clients:** Achieved benefits (direct and indirect) for clients (further growth, lower expenditure costs, improved cash balance). Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.
- **Client's feedback:** How was the project/initiative perceived by the client? How did your customer base grow or change as a consequence of this project?
- **Approach:** Please detail the approach (methodologies, processes, technologies) used in the project.



Business Leader in Value Creation

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).

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? What kinds of resources were engaged (individuals, groups, local, global teams)? How long did it take to design and implement the initiative/project?
- **Tangible improvements:** How was the project/initiative perceived by the Client and other Stakeholders? What were the concrete outcomes (improved quality, financial gains, working capital improvement, higher delivery rate, more effective communication)? Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.
- **Sustainability of the initiative/project:** How was the project/initiative implemented to ensure permanent performance, and long- term benefits for your organization and the client?
- **Approach:** Please detail the approach (methodologies, processes, technologies) used in the project

Business Leader in Business Innovation

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.

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? What kinds of resources were engaged (individuals, groups, local, global teams)? How long did it take to design and implement the initiative/project?
- **Innovativeness of the project:** What do you believe is the core innovation of this project?
- **What is the impact for the company and business:** How did the project influence or change the way business is done? How did the project improve your competitive advantage? Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.
- **Approach:** Please detail the approach (methodologies, processes, technologies) used in the project.



Business Leader in Vibrant Workplace

One of the strongest assets in your company is people. Many companies design and implement programs that make their working environment unique and energizing.

This category rewards an innovative initiative or solution that boosted a vibrant working environment by implementing practices spanning across ethical, creative and safe work behaviours. They can range from Human Resources, IT, Real Estate, Security and all other areas.

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? What kinds of resources were engaged (individuals, groups, local, global teams)? How long did it take to design and implement the initiative/project?
- **Improved cooperation among staff:** How did the initiative foster interactions/integration among teams? How was it perceived by staff? How did it help make the working environment unique and vibrant?
- **Employee engagement improvement:** Did the initiative/project contribute to increasing the employee engagement index (or any other internal HR indicator)?
- **Talent development and retention:** To what extent did the initiative influence the retention of high potentials/talents in your company and develop your teams? Can the initiative help to attract new talents?

Business Leader in Employer Branding

In the course of the past few years, the Business Services sector has moved from transactional and fairly simple operations to more advanced activities and processes. Nevertheless, the reputation of the sector hasn't been changing at the same pace, so the broader audience is not aware of the exciting positions and great career opportunities that the sector has to offer.

This category rewards an innovative project designed to build a compelling employer branding campaign and boost the company's reputation among its current and future employees.

Your nomination will be assessed against the following four criteria:

- **Project goal and scope:** How did you identify the need for your project? What kinds of resources were engaged (individuals, groups, local, global teams)? How long did it take to design and implement the initiative/project?
- **Direct impact for your Company and the sector:** How did the initiative boost your reputation as a company? How can the Business Services Sector benefit from this initiative? What is the success rate? Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.
- **Media coverage:** What was the communication plan in terms of bringing the initiative to the outside world? Was it featured in the media? How did the media / candidates react?
- **Partnerships built:** Were any partnerships established as part of the project? Who did they include (local universities, local/national external parties)?



Business Leader in CSR

With more than 150,000 employees, the Business Services Sector plays an ever greater role in the context of the local environment. Companies embed social and environmental actions into their business operations and interactions with stakeholders. Your employees ingeniously lead bold Corporate Social Responsibility activities in many areas.

This category is for initiatives led by employees that focus on the environment, local communities and culture, making a difference and bringing about positive changes to society.

Your nomination will be assessed against the following four criteria:

- **Project goal:** How did you identify the need for your project?
- **The scale of the initiative:** Was the initiative deployed on a local, national or international scale?
- **Number of participants/stakeholders:** How many individuals, employees and organizations were involved in the initiative?
- **Achieved results:** What did the initiative help to achieve? How did it positively impact your company or the Business Services Sector? Do you plan to extend it again at a later stage? Please supply proof of success e.g. statistics, financial results, ratios, percentages, ROI.

Leader in Business to Academia Collaboration

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.

Your nomination will be assessed against the following four criteria:

- **Project goal:** How did you identify the need for your project?
- **Number of participants/stakeholders:** How many individuals, organizations or institutions were involved in the initiative? Was it launched in cooperation with other companies?
- **The scale of the initiative:** Was the initiative deployed on a local or wider scale? Is it part of a corporate program from your organization? What is the frequency of the project?
- **Achieved results:** What did the initiative help to achieve? How can the positive outcome be measured? Please supply proof of success e.g. statistics, financial results, ratios, ROI.