

2020

sson | **IMPACT AWARDS**

An Ultimate Guide





SSON | IMPACT AWARDS

Back for 2020, the SSON Impact Awards are now open! These globally recognised awards honour top talent and celebrate the achievements of shared and global business services delivery teams who have exceeded industry standards in their SS&O initiatives. Not only do they offer the opportunity receive recognition for the award-worthy work that your shared services organisation is doing, but SSON Impact Awards winners will also have the chance to take to the stage and share the impact of your transformative projects in front of your European counterparts!

Winners of the SSON Impact Awards will be announced live on stage by a panel of expert judges at the **20th Annual Shared Services and Outsourcing Week 2020**, in Lisbon this May and will also be invited to join a “Winners Panel” later on in the Week to share details of their impact-driven projects with the wider audience!

This ultimate guide reveals all you need to know about applying to win one (or more) of the six awards on offer, as well as an exclusive insight into what it takes to succeed provided by the judges and past winners.

DATES FOR THE DIARY

2nd February 2020
(midnight)

Deadline for Awards Applications

9th March 2020

Shortlisted Finalists Announced

11th May 2020
(morning)

Face-to-Face Interviews with Judges

12th May 2020
(evening)

Impact Awards Ceremony

13th May 2020

Award Winners Panel

In order to apply for SSON's European Impact Awards, your application will need to be either:

- A programme led out of a European SSO/GBS site
- A global programme that has been rolled out across Europe
- Your organisation will need to have a head office in Europe

THE CATEGORIES

The awards are broken down into six categories, each encompassing a unique yet vital component of running a successful SSO.



Change Management Impact Award

Regardless of where your organisation may be on the maturity spectrum of shared services, change is a constant, and the ability to manage change as part of your day-to-day operations is crucial to ensure the cultural transformation needed for execution and growth.

This award category is focused on the strategy, improvement methodology, employee engagement techniques, benefits, and hard improvements that a shared services organisation have made to navigate through change.



Process Improvement & Value Creation Award

Process improvement can take many forms: moving to a customer focused approach, implementing benchmarking, training and innovation initiatives or six sigma and waste elimination. Value creation means many things to many organisations but creating value for the business is the ultimate goal.

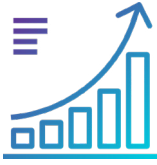
This award category is focused on the strategy, improvement methodology and benefits/hard improvements in process improvement and value creation that have been made by a shared services organisation.



Customer Centricity Impact Awards

As customer expectations and behaviours have caused seismic shifts across entire industries and business models, companies have enhanced their focus on customer experience through front, middle and back office processes. This category will focus on how business services utilising traditional Customer Experience (CX) tools – e.g. journey mapping, design thinking – to achieve a consistent and seamless experience across all of the touchpoints with both internal and external customers.

This award category is focused on the strategy, methodology, benefits, and hard improvements a shared services organisation has made to improve the focus on the customer.



Business Transformation Impact Award

Today's shared services operating models are the engine behind transformation. As companies transform themselves along the key pillars of the 21st Century Enterprise - Customer Engagement, Changing Nature & Value of Assets, Everything-as-a-Service and Workforce of the Future - how are companies successfully leveraging the Business Services operating model to advance the 21st Century Enterprise Operation Model?

This award category is focused on the strategy, improvement methodology, benefits, and hard improvements that have been made by a shared services organisation.



Automation Impact Award

Automation can take many forms, movement to workflow technology, self-service system, Robotic Process Automation and even in some cases Artificial Intelligence, the options are endless.

This award category is focused on the strategic automation methodology that is being used, benefits, and hard improvements that the automation has brought to a shared services organisation.



Creative Talent Management Impact Award

Managing talent effectively is a major challenge at every SSO. Coupled with the digital age now redefining business roles, SSO leaders are being asked to expand their existing competencies with in-depth knowledge of technology and analytics, as well as broader leadership and business partnering skills.

This award category is focused on the strategy, skill sets, improvement methodology, the rise of digital talent, benefits, and hard improvements that a shared services organisation have made to talent management.

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MEET THE JUDGES

Each year, the award categories are judged by a carefully curated line-up of industry professionals. This year, the judging panel includes previous SSON award winners as well as a new set of specialists from companies including Adidas, LinkedIn and Western Union.



Fraser Kirk

Vice President Global
Human Resources Shared
Services Programme
Brambles



**Ramkumar
Ramaswamy**

General Manager Strategy,
Finance Operations
Shell



Bobby Abraham

Vice President Finance
Transformation
AstraZeneca



Joanne Griffin

EMEA Accounting
Operations Director
LinkedIn



Irina Chernousenko

GBS Consultant
JLL



Chris Gunning

Global Functional
Owner. Centres Of
Excellence
Apollo Tyres



Kamila Grembowics
Senior Vice President
Global Business Services
Adidas



Andrew Parris
Director of Shared
Services
Tarmac



Mike Stops
Group Director Service
Centres
NSG



Phil Priest
Senior Vice President,
Global Business Services
Smith and Nephew



Sarunas Suipis
Vice President
Operations and
Managing Director
**Western Union
Processing Lithuania**



Grace Winters
SSC Director
Abbott

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WHAT DOES IT TAKE TO WIN?

For many of the categories within the SSON Impact Awards, the decision on who will be titled winner will be a close call. However, in others, a clear champion will stand out from the crowd. Read on to learn what judges and previous winners have to say about what it takes to go home with a much coveted SSON trophy.

2019 SSON Impact Awards Winners:

Creative Talent Management Impact Award



Mondelez

Creative Talent Management Impact Award



Coca-Cola European Partners

Process Improvement & Value Creation Impact Award



EDP Group

Automation Impact Award



Credit Suisse

Customer Centricity Impact Award



Deutsche Telekom European Services AG

Change Management Impact Award



Abbott

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A WORD FROM THE JUDGES

We fire four quick questions at two SSON judges, Andrew Parris and Irina Chernousenko, who will have a final say on who will go home victorious.



Andrew Parris

Director of Shared Services, Tarmac

Andrew joined the SSON Impact Award judging panel last year, following Tarmac's success in receiving multiple SSON awards. For Andrew, participating in the awards offers an opportunity to inspire SSC teams. "Working in SSC organisations is often a thankless task...[the awards] remind our teams of how well they are doing, and inspire them to do more of the same, or even better!"

In your opinion, what are the greatest challenges confronting the Shared Services industry today?

Understanding the new world of "smart automation" and how this will impact on service delivery going forward. The technologies and methods now available and becoming available, fundamentally change the dynamics of our industry.

What do you perceive to be an essential factor for success in shared services in 2019?

For me personally, it's always about "what's next". I am never satisfied by simply doing things the same way as they were done before. Change is part of the human condition as far as I am concerned and it essential to select and implement the most effective change initiatives with enthusiasm, diligence and professionalism.

What can applicants do to make their entry stand out?

First and foremost, the application has to make sense. It's no good just regurgitating a set of slides used for internal presentations and hoping for the best. Read the brief, respond to the brief and only respond to the brief (no unnecessary "bumph"). Secondly, tell an inspiring story. Make sure that your application has structure and that it grabs our attention.

What do you enjoy the most about participating in the awards?

Hearing inspirational stories about excellence in shared service organisations and collaborating with other "seasoned professionals" (apologies to fellow judges!) in reviewing the awards provides even more insight into what other people find inspiring.



Irina Chernousenko

Director of Shared Service, The Coca-Cola Company

Irina has been working with the SSON Awards since 2013, starting out in Singapore for SSON Asia before making her way to Europe. For Irina, the events a great learning experience for those who are new in the industry, "talking to and learning from the people who have done it before is the most fantastic way to learn."

In your opinion, what are the greatest challenges confronting the Shared Services industry today?

Talent development and retention. Shared services is about people, if we get the right people with the right attitude we can deliver great services. Another one is cost pressure - often you need to invest (in technology or process re-engineering for example) before you start to enjoy savings.

What do you perceive to be an essential factor for success in 2019?

Understanding your client's needs and delivering on them. Shared Service Centres are no longer about transaction processing. Today is about value creation for the finance function and for business in general.

What can applicants do to make themselves stand out?

I am looking for a story with a great focus on the category. Very often we receive very generic applications with no focus. I am looking for something new, fresh and done differently. Something that has never been done before or done in a very different way. For example, we once gave an award to a police force who implemented shared services to meet 20% budget cut goal without reducing police force on the streets.

What do you enjoy the most about being a judge?

In over 5 years I am surprised that we have never had an argument about a winner. There is always one exceptional application which stands alone. The variety of ideas that we see are amazing, from process improvement and automation to creating a talent pool for the finance organization to delivering value as a business. I am looking forward to this year stories.

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A WORD FROM **THE WINNERS**

On the SSOW blog, we share insights from two previous SSON Impact Award winners, Mondelez Business Services and OMV Petrom, to offer a glimpse of what it takes to succeed.



Mondelez Business Services **Winner: Excellence in Automation**

Caroline Basyn is the Senior Vice President of Mondelez Business Services at Mondelez International. At the time of their win, Caroline had joined the company three and a half years prior with the mission of building global business services from scratch. Here she provides an insight into the story of Mondelez Business Services and how they won the award for Excellence in Automation.

[READ MORE ►](#)



OMV Petrom **Winner: Best Process Innovation & Excellence in Culture Creation**

In 2018 the Service Delivery Centre of integrated oil company OMV Petrom took home not one, but two SSON awards. Here, representing the 1,000 employee organisation, Sorin Babici (Department Manager) Andreea Objreja (IT Project Manager) and Laura Andreea Marin (Senior Artificial Lift Engineer) share a glimpse into their story and the innovations that led to their success.

[READ MORE ►](#)



...And Now it's Your Turn!

Applications for 2020 are now open.

If you think your team has what it takes to be awarded with one of the six SSON Impact Awards, simply follow the link below and tell us why!

[ENTER NOW](#)

20th European



SHARED SERVICES &
OUTSOURCING WEEK

SSON's flagship, pan-european event is back and it's bigger than ever.

Running between the 11th and 14th of May 2020 in Lisbon Portugal the 20th annual **Shared Services and Outsourcing Week** is an opportunity to network and learn from professionals from world-leading businesses including, AstraZeneca, ING, Nestlé, NOKIA, Philips, Tesco, JLL and many more.

Featuring 100+ practitioners, speakers, panellists and roundtable leaders, alongside practical workshops, interactive discussion groups and personalised tracks split by maturity, function and challenges, this is the ultimate opportunity to take your prepare your shared service organisation for the future!

[VISIT THE WEBSITE](#)