

ALL WINNERS AND FINALISTS (INCLUDING 2021 UPDATE)

Accelerator

PCA

Showcase

AWARDS
2020



PREPARED AND PRESENTED BY

ACCELERATOR SOLUTIONS & PCA

MAY 2021

ABOUT THE ACCELERATOR PCA SHOWCASE AWARDS

The joint Accelerator PCA Showcase Awards were created to recognise and celebrate innovation in service quality, employee wellbeing and leadership during the ongoing pandemic during 2020/21.

Open to any organisation in any sector or industry, the Showcase Awards provided an opportunity for companies to showcase their adaptability and demonstrate their success in delivering against the odds, both internally and externally, in these ambiguous times.

With almost 30 years' combined experience in helping organisations build their reputation through improved service, leadership and communication, Accelerator and PCA are celebrating the businesses whose dedication to service excellence, employee wellbeing and human-centred leadership was exceptional over the last year.

This publication showcases all winners and finalists, including an update from them on how their approach has helped in 2021 so far.

THE CATEGORIES

**Service
Excellence
During
Crisis**

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**Employee
Wellbeing**

PAGE 08

**Human-
centred
Leadership**

PAGE 14

Service Excellence During Crisis

SERVICE EXCELLENCE DURING CRISIS

KEY LEARNINGS & MEET THE JUDGES

Service Excellence During Crisis recognised companies and teams who continued to provide exceptional customer service, designing and implementing new approaches to ensure service continuity in the context of pandemic challenges.

KEY LEARNINGS

Winners and finalists of the Service Excellence During Crisis category demonstrated great examples of putting emotional needs of customers into thinking as well as focusing on pragmatic solutions. They showed good evidence of innovation, real commitment to partnership and very responsive actions delivered in super-quick timeframes.

MEET THE JUDGES



HENRY HOPKINS

Founding Director
Accelerator Solutions



CHARLIE SWAN

Founding Director, Chief Growth Officer
PCA



KIM LEITCH

Founder & Director
Customer Service Connect



JACKIE DUCKER

Customer Experience Director
Quantum Services



DAVID BIRD

Chief Operating Officer
Biffa

THE RESULTS

SERVICE EXCELLENCE DURING CRISIS

ANCHOR HANOVER

Anchor Hanover really impressed the judges with great examples of putting emotional needs of customers into their thinking and focusing on pragmatic solutions.

The care sector has clearly suffered during the pandemic and Anchor Hanover provided a highly engaging and innovative range of support packages to vulnerable residents, with high impact and resident take-up.

Some of the innovative steps included Community Support Plans and Signposting Support Service for vulnerable residents who require assistance with day-to-day tasks such as shopping and accessing services, as well as those impacted by mental health issues and loneliness.

"I felt they really understood the needs of their residents."

Kim Leitch - Category Judge

"Anchor Hanover are honoured to have won this award. The Covid-19 pandemic has placed unprecedented pressures on our colleagues who through their exemplary commitment and hard work have continued to deliver the highest standards of support to our residents.

We will continue to innovate and to seek new ways of improving the services we deliver".

Jane Ashcroft CBE
Chief Executive, Anchor Hanover

WINNER



The purchase of tablets to keep residence 'Stay Connected' with their loved ones also came across well, along with creation of digital 'wellbeing packs'.

They demonstrated the positive side of collaboration with partners such as councils, local services, Age UK, Re-engage and the British Legion.

Anchor Hanover's support tanged from pandemic response to growing new partnerships, for example, by providing a telephone befriending service, helping to reduce the impact of social isolation on residents.

DORO CARE UK

Doro Care UK really impressed the judges with good evidence of innovation and collaboration, tangible examples of outcome and very responsive actions delivered in super-quick timeframes.

Doro clearly showed a real commitment to working with local authorities to bring about a solution, linked to the urgent need to enable patients to be able to leave hospital.

Partnerships played a key part, both with the NHS in Cheshire and also the charitable housing association.

In addition, Doro's fast responses really enabled continuity of service when it mattered most.

"Fast responders that enabled continuity of a critical service at a critical time".

Charlie Swan - Category Judge

"Whilst the pandemic had a major impact on Doro, we are in a position to scale up our operation to meet new customer needs. With a stronger, more efficient organisation and a healthy financial position, we are ready to continue our growth. Our overall priorities remain security for seniors, satisfied customers and motivated employees".

**Carl-Johan Zetterberg Boudire
President and CEO, Doro**

WINNER



They were proactive in offering their support to partners. The work they did on supporting call centre staff was clearly well received and really showed that collaboration is the key to success in rolling out new procedures.

Doro showed great adaptability with a fast review of processes to keep telecare going. Not only did they adopt a range of measures to protect their workforce and therefore maintain a continuous service, but they adapted a number of their standard services to ensure they could be continued with the least possible disruption.

FIRSTPORT



"Clear evidence of increased engagement and positive service outcomes."

Henry Hopkins - Category Judge

"Providing confidence, clarity and choice for customers is FirstPort's ethos and something we believe any customer-focused organisation should adopt. It's important that customers recognise a company not just for the service it delivers, but also for the experience it provides"

Kully Sahdra

Director of Customer Experience, FirstPort

COMMENDED

FirstPort exemplified how their actions were all about people and customers, not physical assets, despite being a large business focused on property.

It was a very clear story of the huge challenges facing FirstPort across a vast number of properties and residents. There were clear examples of challenges and solutions provided, both organisationally and at a personal level.

They also illustrated how they communicated effectively to residents and colleagues alike, combined with some great customer feedback via Trustpilot.

DECKERS BRANDS

DECKERS — BRANDS —

"The thoughtful support to small independent retailers shone through in this application."

Jackie Ducker - Category Judge

"2021 will be a continuation of building partnerships with our retailers, and meaningful relationships with our consumers."

Kay Story

**Director of Customer Services, EMEA,
Deckers Brands**

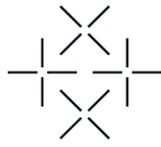
FINALIST

Deckers impressed the judges with the thoughtful support offered to small independent retailers. There were good examples of putting the emotional needs of customers into their actions, as well as offering pragmatic solutions.

There was clear illustration of the challenges amongst HOKA wholesale customers and stores, together with very convincing examples of new approaches being taken.

The approach was very generous and customer-centric, thinking about the service reality with end-user customers in mind. This was highlighted by the great feedback from their customers during a stressful trading time.

FORA SPACE



FORA

"Impressed by the pace and quality of their adaptations, ensuring their residents continued to flourish, creatively and commercially."

Charlie Swan - Category Judge

"The processes implemented in 2020 remain in place in all our buildings today. To ensure we are able to meet the expectations and pre-empt the needs of returning residents, all concierge staff received enhanced service excellence training."

Jacqui Perry

Director of Human Resources, FORA

FINALIST

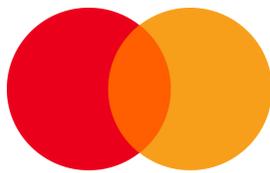
Fora showed great evidence of listening and adapting in response to ever-changing office space needs.

For a relatively new company, the New Standard procedures Fora put in place were very comprehensive and there is no doubt this was a huge challenge to encourage people back to a safe working space.

There was strong innovation and detailed thinking about the whole proposition, including virtual training sessions for sales/general managers.

Fora have flexed the way they operate, and also adapted their event service to support residents and clients in reaching their audiences and achieving their business goals.

MASTERCARD



mastercard

"Great to see this company supporting the small businesses through their simplify toolkit and webinars. At a time when all small businesses during the pandemic are suffering, it was really good to hear the support they were giving."

Kim Leitch - Category Judge

"Our approach to supporting small business and SMEs in 2020 gave us an opportunity to look at our GTM strategy and better serve our customers this year and beyond."

Michael Wienke

Director, Product Marketing, Mastercard

FINALIST

Mastercard really impressed through the way they supported small businesses through their Simplify Commerce toolkit and webinars.

There was no doubting the technical achievement and it seemed very thorough, helping businesses tailor their offering as well as providing Covid-specific help.

By focusing specifically on small business/SME needs, Mastercard made their lives easier and offered a one-stop solution, using innovation to accelerate adoption of digital channels and give sustainable business continuity.

MCDERMOTT WILL & EMERY



"Solid move to new ways of working, working with internal customers to achieve this."

David Bird - Category Judge

"We remain focused on engagement and connection in 2021, holding new events like Mentoring Week, Wellbeing Week, and an even bigger Associate Week. We continue to update our skill building programs in light of the virtual environment, and will be developing hybrid programming for later this year when people start to return to the office."

Hannah Fabrikant, Director of Professional Development, McDermott Will & Emery

FINALIST

McDermott Will & Emery showed, in these challenging times, the ability to adapt to using technology in while to deliver excellent client service.

They came up with creative ways to seamlessly transition training delivery via Zoom whilst the team continued to work virtually.

They demonstrated an ability to redesign programs using new formats that allowed maximum impact They also developed new offerings, focusing on increased connection and engagement. Examples include their small group Virtual Lateral Integration Circles for new lateral associate, reimagined practice group summits, and highly attended meditation sessions.

NG BAILEY



NG Bailey

"There was a clear sense of practicality and support being required rather than radical innovation."

Henry Hopkins - Category Judge

"As businesses continue to navigate the Covid-19 landscape we remain proactive in providing invaluable support for our facilities management customers across the UK, further enhancing our reputation for engineering excellence."

Nick Winckles, Head of Business Performance – Services, NG Bailey

FINALIST

NG Bailey demonstrated the way the leadership team brought focus to the situation and were able to understand customer needs. This clearly helped in preparing detailed processes and making the right decisions.

There was a clear sense of practicality and strategic support being required, rather than radical innovation. Specific examples of support included Strategy Guidance documents to provide a framework for decision making and clear guidance on how to operate on an interim basis in collaboration with their customers.

Some great customer comments helped bring these examples to life.

EMPLOYEE WELLBEING

KEY LEARNINGS & MEET THE JUDGES

Employee Wellbeing recognised companies going the extra mile to help their employees during the pandemic, or those that inspired and supported their employees in new or remarkable ways.

KEY LEARNINGS

The winner and finalists of the Employee Wellbeing category impressed the judges with a diverse, creative range of initiatives with an understanding of impact on all aspects of business. There was clear commitment to employee mental health and wellbeing. These organisations really were pushing the boundaries of what it means to be an empowering employer.

MEET THE JUDGES



ALEXANDRA KUZMINA
Senior Research Consultant
Accelerator Solutions



JOE FREDERICKS
Founding Director & Chief Strategy Officer
PCA



SUE LIBURD MBE
Executive Strategist, Mentor,
Non Executive Director
Human Capital Innovation Consultant



SARAH BURNS MBE
Founder & Chair
Smart Works Reading

THE RESULTS

EMPLOYEE WELLBEING

DECKERS BRANDS

In a very strong category full of excellence entries, Deckers really impressed the judges with a diverse, creative range of initiatives with an understanding of impact on all aspects of business.

They had to radically reshape the way they operate and adapt their systems and processes to support their team.

It was clear that a large operational and cultural shift was needed across the business and other nice touches including extra holiday and 'Work From Anywhere' seemed like great moves to keep employee engagement and motivation high.

"What really stood out for me was the comprehensive focus on employee mental health and wellbeing."

Sarah Burns MBE - Category Judge

"Receiving the recognition via the Accelerator PCA Showcase Awards meant a lot to not just the PX team, but all the leaders in EMEA. We have all needed time to adjust to the new "normal" and as we come out of the other side of the pandemic and we re-open our offices, we are looking to again elevate our approach to flexibility, in the hope it allows our teams across Europe to use the learnings of this year, and find a better, long term, work / life balance."

Shelly Nash

**People & Experience Business Partner (UK),
Deckers Brands**

WINNER

DECKERS
— BRANDS —

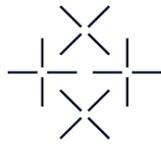


There was clear commitment to employee mental health and wellbeing, illustrated by ideas like the HeadSpace app and Refresh Fridays which are simple yet effective ways to support the wellbeing of their teams.

Not only did they generously provide home office support to all their employees with physical equipment, but also added extra days to holiday allowance and encouraged employees to keep physically active whilst supporting charities.

They also used existing internal employee recognition schemes to celebrate and reward individuals for their hard work and dedication.

FORA SPACE



FORA

"It is amazing to see how Fora were capable of nourishing their employee wellbeing culture in an especially challenging time for their sector."

Alexandra Kuzmina - Category Judge

"Wellbeing is a key element of our offering as business and we continue to focus on ways we can support our employees physical and mental wellbeing. A decision was made to hire a Wellness Manager in early 2021 with a view that they would assist our HR team with supporting our employees through the latest lockdown."

Jacqui Perry

Director of Human Resources, FORA

COMMENDED

Fora's entry left the judges with a clear appreciation of the company culture and values in practice.

Fora showed strong and proactive commitment to the wellbeing of their employees and a very well thought through approach to supporting all aspects of their working life and beyond. This included topping up pay and contributing to alternative travel options, including an excellent bike riding scheme with very high take-up and running return-to-work training sessions.

The judges also loved other initiatives such as a live pizza 'cook-along' and Fora Kitchen ideas.

LANDMARK SPACE



LANDMARK

"Landmark's entry was a convincing demonstration of what it means to be a listening employer".

Sarah Burns MBE - Category Judge

"We haven't stopped thinking about and implementing new ways to support our teams in 2021. Having introduced further initiatives such as weekly wellness sessions and agile working, we continue to seek feedback and listen to our colleagues."

Lisa Wooldridge, Head of HR, Landmark Space

COMMENDED

Landmark left the judges impressed by their thorough 'return to work' preparation to help rebuild employee confidence by focusing on physical safety and emotional wellbeing.

Landmark chose to protect employees on furlough by topping up rates of pay and retaining a bonus. They clearly adapted all main areas of work life, including online learning resources and further surveys to gain real feedback from employees across the country.

The use of employee comments throughout the entry really helped bring it to life. The personal touch was evident and very well thought through, with small but impactful initiatives from the 'box of chocolates' to the on-boarding of new employees.

ANCHOR HANOVER



"Focusing on financial hardship and lessening workload by recruiting to manage shortfalls in staff were good, effective changes."

Sarah Burns MBE - Category Judge

"The wellbeing of our colleagues is paramount to Anchor Hanover and we are delighted to have been finalists in this category. At every single turn during the pandemic, Anchor Hanover has sought to safeguard the wellbeing of our colleagues during this extremely difficult period and we will continue provide the very best support to them as they deliver their essential work."

Jane Ashcroft CBE

Chief Executive, Anchor Hanover

FINALIST

Anchor Hanover presented some very good evidence of a caring employer in a particularly difficult sector during the pandemic.

Their recruitment drive and Hardship Fund demonstrated clear commitment, along with the 'Being Well' website.

Anchor Hanover used existing communication channels to maximise colleague engagement and gain feedback. There were also some great examples of impact and take-up, along with employee quotes that illustrated the impact and brought things to life.

IMSERV EUROPE



"IMServ is obviously an organisation that already took wellbeing seriously."

Joe Fredericks - Category Judge

"Employee wellbeing has always been a primary focus and commitment for IMServ and the support & innovative approaches taken to this through 2020 and continuing into 2021 have ensured staff have been engaged throughout these challenging times."

Jason Taylor, Head of WeEngage Team, IMServ

FINALIST

IMServ Europe demonstrated that employee wellbeing is an integral part of their business and clearly recognised the impact the pandemic had on their colleagues.

Their 'WeEngage' initiative clearly gave extra focus and it felt like a holistic approach with an impressive range of elements from webinars and manager training to virtual yoga, activity packs, Xmas hampers and a new partnership with Headspace.

Judges also felt that care packages that were inclusive of the family as well as the employee was a simple yet very thoughtful touch.

MASTERCARD



"A diverse range of employee-centred initiatives with measured outputs".

Sue Liburd MBE - Category Judge

"Mastercard is committed to 'doing well by doing good.' This is our North Star and we wanted to make sure our employees felt supported and connected while facing the challenges of COVID"

Michael Wienke

Director, Product Marketing, Mastercard

FINALIST

Mastercard impressed the judges with a diverse range of employee-centred initiatives with measured outputs.

Their radical change in approach on working from home came across strongly and it was reassuring to see that Mastercard recognised the need for balance and switching off whilst working from home. They encouraged regular checking in on employees and it was impressive to see over 90% of employees agreeing that 'Mastercard cares about my wellbeing'.

Other initiatives included a fitness club which obviously had a good impact on both health and competitiveness and the 'Virtual Town Hall' concept.

MCDERMOTT WILL & EMERY



"The focus on meditation, mindfulness and resilience is extraordinary and puts them well ahead of the curve when it comes to many other firms in the sector".

Joe Fredericks - Category Judge

"We will hold our first Wellbeing Week in May, with daily activities and challenges focused on various forms of wellbeing. We recently announced a robust Wellness curriculum, which will showcase engaging speakers on relevant wellness topics."

Erica Gholson, Associate Director of Professional Development, McDermott Will & Emery

FINALIST

The judges could see a clear commitment to mindfulness and mental wellbeing in the approach taken by McDermott Will & Emery.

They offered increased opportunities for guided meditations and programming focused on connectivity. They also provided a wide-ranging training curriculum, including sessions on resilience, stress management, and sleep.

They also added additional opportunities to connect, including through their existing formal mentoring programme and by creating a first-ever "Associate Week," focused on engagement activities.

Overall, McDermott Will & Emery showcased a highly progressive approach within the law sector.

NOTTING HILL GENESIS



"Culturally intelligent collaborative interventions that met the needs of a diverse stakeholder group."

Sue Liburd MBE - Category Judge

"As part of our ongoing programme to ensure Notting Hill Genesis is a diverse organisation where all staff can thrive, we have launched our Race at Work Action Plan, focused on the composition of our organisation; training and education; removing barriers to progression; opportunities for open discussion; effective managers and allies and policies and procedures that help."

**Wayne Tuckfield, News and Media Manager
Notting Hill Genesis**

FINALIST

This was a nomination from an employee which is a great testament to the support NHG have provided, both organisationally and in helping with individual personal challenges.

They had to meet the needs of a diverse stakeholder group and the focus on diversity in response to Black Lives Matter, the Lifeworks counselling sessions and the 'Stop The Clock' session around inclusive and equal work culture really stood out.

Overall, NHG demonstrated a well-rounded approach to wellbeing and their ability to accept, listen to needs and respond quickly was impressive.

SIEMENS MOBILITY

SIEMENS

"Great to see a small team of managers from across the company taking the initiative and responsibility for employee wellbeing of the wider organisation."

Alexandra Kuzmina - Category Judge

"...and we go on. We are planning for the next change in our work context. We are revising our material on Hybrid Meetings and we are developing material to help people return to an office and to be ready to encounter people face to face."

**Chris Goscomb
Culture Coach, Siemens Mobility**

FINALIST

The judges were pleased to see that a small cross-functional group of managers took responsibility for wider wellbeing in parallel with interventions on a business unit level.

A well thought-through and differentiated strategy based around the hashtag #inthistogether was really impressive.

Surveys were used to understand the changing needs of employees throughout the pandemic. As a result of the feedback gained, Siemens Mobility provided some highly focused employee support services, ranging from parenting sessions through to financial resilience lectures.

HUMAN-CENTRED LEADERSHIP

KEY LEARNINGS & MEET THE JUDGES

Human-centred Leadership celebrated organisations who stepped up in critical areas, acted proactively at leadership level to give clear communication, demonstrated compassionate leadership through change and instilled confidence that the organisation will find its way through the crisis.

KEY LEARNINGS

The winner and finalist of the Human-centred Leadership category impressed the judges with an honest and compassionate approach throughout. Leaders understood how their internal and external communications and engagement links with the community could play a proactive role in preventing some negative social implications of the lockdown restrictions.

MEET THE JUDGES



ADAM PACIFICO

Leadership author, podcast host & Chief Learning Officer
PCA



HEIDI DANIELL

Founding Director
Accelerator Solutions



LYNNE COPP

Founder & Managing Director
Worklife Company



TRACEY GROVES

CEO & Founder
Intelligent Ethics Limited

THE RESULTS

HUMAN-CENTRED LEADERSHIP

ANCHOR HANOVER

The winner in this category really impressed the judges with exemplary evidence of 'push' communication, both to employees as well as residents. It really demonstrated Anchor Hanover's commitment to thoughtful leadership through change and clear proactive communication.

Anchor Hanover employed different technology to 'bring the outside in' and used a diverse range of initiatives and media to highlight a positive story about a very vulnerable group of people.

The use of comments really helped bring the entry to life.

WINNER



"Exemplary evidence of 'push' communication, both to employees as well as residents."

Lynne Copp - Category Judge

"The Accelerator PCA award is testament to Anchor Hanover's exemplary commitment to our colleagues and residents. Throughout the pandemic, engagement has been at the centre of our approach – supporting colleagues whilst taking on board feedback and striving to continuously improve the services we deliver."

Jane Ashcroft CBE

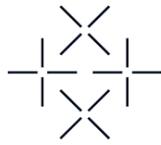
Chief Executive, Anchor Hanover

Their leadership team understood how external communications and engagement links with the community could play a proactive role in the wellbeing of residents to prevent social isolation and loneliness.

They demonstrated empathy by encouraging initiatives like #BeKindToOneAnother, which saw care homes receive messages of support, in the form of pictures, poems and letters from their local communities.

The exceptional recognition from the Care Quality Commission was a great endorsement of the results of their work during the pandemic.

FORA SPACE



FORA

"Honest & compassionate leadership communication throughout."

Tracey Groves - Category Judge

"Our leadership have continued to support their teams throughout the past 12 months. Throughout the latest lockdown we encouraged the teams to continue to host virtual team events and regular 1:1 sessions to ensure Forateers were able to keep open communication with each other and hopefully help reduce any feelings of isolation."

Jacqui Perry

Director of Human Resources, FORA

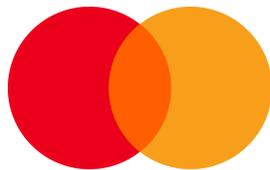
COMMENDED

Fora's entry impressed the judges with an honest and compassionate approach throughout, even though hard messages needed to be given during furlough/lockdown periods.

Fora's leadership team took responsibility even before lockdown happened, proactively putting things in place to ensure the wellbeing of all staff. This felt like a leadership team with an exemplary sense of nurturing a 'clan culture' (e.g. partnership and togetherness approach).

There was a good shift of leadership communication and interaction with the teams. The 'Forateer' engagement process reflected that, with a mix of all-company communication and individual confidential 1:1s.

MASTERCARD



mastercard

"A great example of quick thinking, agility and organisation to do something differently".

Heidi Daniell - Category Judge

"In 2021 and beyond, our virtual PI planning capabilities enable us to bring the right people, knowledge and skills together without impacting their work-life balance."

Michael Wienke

Director, Product Marketing, Mastercard

FINALIST

Mastercard had to find a solution to replace their global Product Innovation (PI) Planning events which usually took place face-to-face bringing about 150 people together from all over the world to engage and develop new product propositions.

They clearly demonstrated a different virtual approach, which incorporated various platforms to enable open collaboration and replicate their face-to-face events, in terms of both the experience and the innovative outputs.

It was fascinating how the solution was welcomed by the participants and how much employees valued the carbon reduction in addition to any business outcomes.

THANK YOU

THANK YOU TO ALL PARTICIPANTS AND OUR JUDGES WHO CONTRIBUTED TO THE FIRST ACCELERATOR PCA SHOWCASE AWARDS!



HENRY HOPKINS

Founding Director
Accelerator Solutions

"We are proud to showcase and celebrate the people and businesses who provided an overwhelming demonstration of going the extra mile to help their clients and employees make it through the uncertainties of the pandemic. Congratulations to all our winners and finalists for showing how it's possible to drive positive outcomes through considered thought, innovation and resilience."

Henry Hopkins, Founding Director, Accelerator

"These Awards provided a unique opportunity to celebrate what has been achieved over the past year, offering much-needed recognition and external validation. Well done to all finalists and winners. The initiative has been fully embraced and appreciated by both judges and entrants to be able to look back on the last year positively".

Joe Fredericks, Founding Director and Chief Strategy Officer, PCA



JOE FREDERICKS

Founding Director & Chief Strategy Officer
PCA

ACCELERATOR

Accelerator is a training, development and research consultancy that help organisations build success through their service and leadership. This involves training staff to build customer trust, as well as giving leaders the skills and confidence they need to deliver the business vision. To measure impact, Accelerator's Research team helps organisations gain insight from their customers, staff and other stakeholders to drive changes that make the difference.

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DECKERS
— BRANDS —



IMServ
the power behind energy efficiency



SIEMENS

