



# President's Circle Excellence Program Internal Reference: Recognition Program

# Overview

The President's Circle program celebrates ClearSource's top-performing agents who embody excellence, consistency, and a customer-focused approach. More than a recognition platform, it's a performance strategy that connects agent motivation to measurable client success.

Rooted in ClearSource's "Agent at the Core" philosophy, the program empowers frontliners to drive organizational growth and client satisfaction.



# The Challenge

In a highly competitive BPO market, organizations often struggle to:



Maintain engagement and retention among top-performing agents



Sustain motivation beyond monetary incentives



Create recognition systems tied to measurable outcomes



Build a culture that attracts and retains elite performers



Demonstrate the agent's impact on client partnerships



# ClearSource Solution

ClearSource launched the President's Circle, a multi-tier recognition program designed to reward excellence and inspire continuous improvement. The program includes:



## **Performance-Based Selection:**

Based on Quality, Productivity, and Client Feedback



## **Multi-Level Recognition:**

Monthly, quarterly, and annual awards



## **Career Development Opportunities:**

Fast-tracked progression for consistent performers



## **Peer Mentorship:**

Winners guide and inspire emerging talent



## **Public Recognition:**

Visible acknowledgment that boosts confidence and morale



# Execution

The program was rolled out through four strategic phases:

- **1. Program Design:**  
Defined objective criteria and recognition framework
- **2. Launch & Communication:**  
Introduced company-wide with leadership visibility
- **3. Ongoing Implementation:**  
Monthly and quarterly recognition events
- **4. Impact Measurement:**  
Correlated program participation with KPI performance



# Key Results

METRIC	NON-WINNERS	PRESIDENT'S CIRCLE	DIFFERENCE
CSAT Score	87%	96%	<b>+9 pts</b>
Quality Score	88%	97%	<b>+9 pts</b>
Attendance	92%	99%	<b>+7 pts</b>
Retention (Annual)	71%	94%	<b>+23 pts</b>
Promotion Rate	12%	41%	<b>+29 pts</b>



# Impact

The program drives consistent, measurable improvement across the organization. Recognized agents show higher engagement, better quality, and stronger client relationships. Their success stories fuel a ripple effect—elevating team morale and setting new performance benchmarks.

# Business Impact

The President's Circle has directly contributed to:



Improved client satisfaction and loyalty



Higher agent retention and internal promotion rates



Enhanced employer brand reputation



A replicable framework for recognition-driven performance

# Conclusion

The President's Circle proves that recognition becomes a catalyst for excellence when done right. By celebrating achievements and reinforcing ClearSource's "Agent at the Core" philosophy, this program continues to build a culture where outstanding performance inspires greater results.

