



INTERNATIONAL CUSTOMER EXPERIENCE AWARDS 2018

See our website for more detailed information: www.internationalcxawards.com

Please feel free to contact Mark Hamill on mark@internationalcxawards.com

CATEGORIES – MAKING A CHOICE

WHAT WE'RE LOOKING FOR

We're looking for you to say to our Judging Panels that *"We implemented a great initiative that has enhanced our customers' experience and our organisation's results - here's the proof and we deserve recognition for it!"*

A "great initiative" might be a project, or group of projects or a broader business initiative that maybe took place over a longer period of time, not necessarily in a defined project timeframe. It should be something that resulted in a great customer experience (or improvement in customer experience) whilst also benefiting the organisation.

THE CATEGORIES

- There are 19 Categories to choose from in total.
- The scoring criteria for all Categories are the same except for the Individual categories - although the content of Entries will need to be amended to fit the context of the Category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint.
- Please therefore be mindful that, because telling the story in the context of the Category entered is important, if you make multiple Entries, you probably won't just be able to "cut and paste" the content.
- "Overall Best Customer Experience of the Year" will be awarded to the highest scoring Entries at the Awards.

GUIDANCE ON CHOOSING A CATEGORY (IES)

- Choose the Category which seems to fit best.
- Don't get too hung up on whether there is an exact fit between the initiative and name of the Category. Entries will be judged on the initiative submitted, not the degree to which they fit with the Category name (but obviously there needs to be some link between the initiative and the broad meaning of the Category title).
- Across all the Individual Categories we are looking for "great initiatives" that impacted both the customer experience and the organisation – however the angle that the story is told is likely to be different from the other Categories. For example, the story might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver a great customer experience that helped the business too.



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LIST OF CATEGORIES

Customer-Centric Culture - That is sustained across the entire organisation with all employees, systems, processes and that puts the customer at the heart of everything that is done

Best Customer Experience Strategy - A customer experience strategy that demonstrated a tangible shift in direction and that lead to positive business results

Business Change or Transformation - A Significant Customer Experience focus that led to sustainable change or transformation of the organization

Customer Insight & Feedback - An active programme to listen to customers (multi-channel), to create feedback opportunities, & effectively use customer insights to make high impact changes to products, services, processes and the overall customer experience

Customer Complaints – focuses on how businesses manage consumer complaints

Best Measurement in Customer Experience - That demonstrates the use of key CX metrics to bring a greater customer focus to tracking, analysing and effectively measuring initiatives

Best Multi/Omni-Channel Customer Experience - A customer focus on delivering a consistent and persistent customer experience across all channels when interacting with your company

Most Effective Customer Experience in Social Media - Demonstrate the effective use of individual or mixed social media channels to build active relationships that fully engage customers – Facebook, Twitter, Linked In, Instagram, Google+

Contact Centre - A contact centre transformation project demonstrating great customer experience and making it easier for customers to do business with you

Client Relationship Management - Designed and implemented new and effective techniques to enhance the customer experience through better customer relationship management (CRM)

Best Use of Mobile - Using phone, tablet and other mobility devices to deliver an exceptional customer experience

Digital Transformation - The profound transformation of business and organizational activities. A focus on processes, competencies and models to significantly enhance customer and employee experiences that fully use changes and opportunities available in a mix of digital technologies

Best Digital Strategy - That implemented an effective digital strategy that lead to positive customer engagement and improved business results

Diversity & inclusion - That has diversity and inclusion at the heart of its business, providing outstanding support and opportunities to everyone equally

Employer of the Year - Engaged and highly Motivated Employees, High Staff Retention Rates, Human Resource Initiatives, Personnel Development Initiatives

Employee Empowerment - A Strategy designed to enhance the employee experience, demonstrate corporate wellbeing and linking employee engagement and empowerment to the heart of the business

Customer Experience Professional - Who has identified & responded to an opportunity resulting in influencing the organisation to shift and significantly impact the overall customer experience

Customer Experience Team - A team that has identified & responded to an opportunity resulting in significant impact on customer experience and the organization

Customer Experience Leadership - A leader whose influence ,communication, passion and focus has significantly impacted the adoption of a more customer focused culture and transformation empowering their organisation or community