



UK CUSTOMER EXPERIENCE AWARDS '17

For more information about the [awards](#) please contact
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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 27 categories divided into 10 sector specific categories, 12 discipline specific categories and 5 people specific categories.

The scoring criteria for all categories are the same - 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 entry across the sector specific and discipline specific categories.

Guidance on choosing the right category(ies) for You

Sector specific categories

Everyone should think about making an entry into one of these! Choose the category which fits your industry sector best.

There doesn't need to be a direct link between the initiative and the category title as the entries will be judged on the actual content (initiative submitted), although some link between the initiative and the broad meaning of the category title should exist.

Discipline specific categories

Depending on the initiative, one or more of these categories might be a good fit for your organisation. Choose the category which fits your initiative/project.

There doesn't need to be a direct link between the initiative and the category title as the entries will



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be judged on the actual content (initiative submitted), although some link between the initiative and the broad meaning of the category title should exist.

People specific categories

These categories require you to mould your entry to the particular context of the category. Choose the category which suits the individual or team best.

For the people specific 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 sector or discipline specific categories.

For example, the entry 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

Sector specific	Discipline specific
<p>Retail</p> <p><i>A Retail organisation that can best present an effective operation of a customer experience strategy. It will be interesting to see how bricks and mortar and digital are being aligned to create an outstanding CX in retail.</i></p>	<p>Business change & transformation</p> <p><i>Delivering great customer experience through change or transformation of the organisation. This organisation will understand the needs of their customer and adapt accordingly to deliver successfully.</i></p>
<p>Utilities</p> <p><i>A utility organisation who has demonstrated outstanding customer experience. This company will have introduced a CX initiative and from that has gained the best results.</i></p>	<p>Customer centric culture</p> <p><i>Delivering a customer centric culture through driving customer experience, delivering ongoing CX interaction training, developing internal communication strategies and tactics and collect and sharing stories of CX excellence.</i></p>
<p>Transport and logistics</p> <p><i>An organisation that sits within the transport and logistics sector. They will have a CX strategy that has improved their organisation and customer experience. This will be demonstrated by the presentation of positive results.</i></p>	<p>Employee engagement</p> <p><i>Delivering an employee engagement strategy that has led to an improvement in performance and customer satisfaction. Building and managing training, processes and teams that help the organization successfully execute the customer experience strategy via internal elements to external customers.</i></p>
<p>Contact centre – large</p> <p><i>Any contact centre in excess of 100 employees that are used by companies to manage customer contact through a variety of mediums such as: telephone, e-mail, newsletters, face to face interactions, and increasingly online chat.</i></p>	<p>Engage customers online</p> <p><i>Delivery of a great customer experience through online media. They will present strong results on how online media has dynamically improved their customer experience and/or other business benefits to the organisation.</i></p>



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<p>Contact Centre – small</p> <p><i>Any contact centre with less than 100 seats that manage customer contact through a variety of mediums such as: telephone, e-mail, newsletters, face to face interactions, and increasingly online or social media.</i></p>	<p>Insight & feedback</p> <p><i>An organisation that uses customer insight and feedback in an innovative way to gain competitive advantage. They will have a successful strategy that led to the improvement in customer satisfaction and performance.</i></p>
<p>Best financial services – banking and investment</p> <p><i>A banking or investment organisation that can best display effective and successful implementation of customer experience strategies for the overall benefit of the organisation and its customers.</i></p>	<p>New /improved product</p> <p><i>Demonstrating the positive impact of the addition of a new product or the development of an old can have on your organisations customer experience and profitability.</i></p>
<p>Hospitality, leisure and travel</p> <p><i>A business that sits within the hospitality, leisure and travel industry who presents a CX initiative that has implemented value to their customer experience and organisation.</i></p>	<p>Return on CX</p> <p><i>Everyone is talking about CX ROI. Many CEOs and FDs have been asking for the numbers and many examples of return on CX has been achieved exist. The judges will be interested to see the different approaches and the different methods for calculating ROI.</i></p>
<p>Best financial services- insurance services</p> <p><i>An insurance service organisation that can best demonstrate effective and successful implementation of customer experience strategies for the overall benefit of the organisation and its customers.</i></p>	<p>Use of social media</p> <p><i>Demonstrate how the use of social media strategies has helped develop the experience of customers and/or employees. The implementation of social media must have strong results on how it has contributed to the performance of the organisation.</i></p>
<p>Technology and telecoms</p> <p><i>Any organisation that has successfully applied technology or telecoms as part of an overall strategy to improve its customer Experience and satisfaction. They will demonstrate how the use of technology or telecoms has been instrumental in making advances in the fields of customer</i></p>	<p>Digital CX innovation</p> <p><i>Being able to show how they introduced digital innovation and the positive impact this has had on their customer experience and their organisation.</i></p>



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<i>engagement.</i>	
International business <i>Any business trading outside of the UK with a presence in two or more territories. They will have a successful CX strategy that has generated positive results.</i>	Best customer experience training initiative <i>An organisation who has put a training initiative in place, and are able to demonstrate how implementing the initiative has transformed customer experience.</i>
	Best customer experience training company <i>A supplier that offers customer experience training. They will have implemented a CX strategy for a client and will present the effectiveness of this strategy through positive results.</i>

People specific	
CX professional of the year	<i>An Individual who is personally behind the delivery of an exceptional customer experience. The individual will present their commitment to delivering this outstanding experience through their involvement within this initiative.</i>
CX professional newcomer of the year	<i>An individual who has moved into a CX role over the past year or so. This member of your team has gone onto to play a significant role in a project that has resulted in significant impact on customer experience and as a result.</i>
CX professional woman of the year	<i>An individual who has identified and responded to an opportunity that has resulted in significant impact on customer experience and as a result, the organisation.</i>
CX team of the year	<i>For teams who have achieved considerable and recognisable success in the customer experience arena. They will rate how the team has specifically improved the overall customer experience and what the</i>



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team's impact has been on the organisation as a whole.

Best CX trainer

An individual who through their attitude and approach has delivered a training programme in such a manner that it has led to a transformation in customer experience.



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