



How Entries are Scored

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using the following scoring criteria.

Finalists

The finalists are decided by the shortlisting panel.

There will be between 5 and 8 finalists per category depending on the number and quality of entries.

Finalists are scored based on an assessment of the written entry and a presentation to decide the category winners.

Scoring

The written entry is judged online and is worth 50% of the final score.

(NB as the "Summary" criterion is not included at the presentation stage, the score for the written entry is calculated as 6/7 (7/8 for CX Leader, CX Professional and CX Team of the Year) of the total written entry score).

The presentation judged at the finals is worth 50% of the final score.

The maximum score is 1200 (1400 for the CX Leader, CX Professional and CX Team of the Year)

Winners

The winner of each category is the entry with the highest score when combining the scores awarded by the judges for the written entry and the presentation.

For categories with 3 finalists there will be only a gold winner.

For categories with 4 or more finalists, there will be a gold winner and a silver winner.

For categories with 5 or more finalists, there will be a gold winner, a silver winner and a bronze winner.

There will be an Award for the overall winner for the UK Customer Experience Awards 2021, which is the entry with the highest score. The CX Leader, CX Professional and CX Team of the Year categories are excluded from the overall winner Award.



Scoring Grid

Scoring stages	By whom	Basis of assessment	Outcome	Impact on scoring
1. Shortlist				
Shortlisting Panel	<ul style="list-style-type: none"> 4 judges Experienced Awards International employees Chair of the Awards 	<p>Written entry Criteria 1 - 7 (additional criteria for CX Leader, CX Professional and CX Team of the Year categories as stated below)</p> <p><i>Summary will be especially important</i></p>	Shortlist of finalists	<p>Score not carried forward</p>
2. Assessment of finalists				
Category judging panels	3 - 6 judges for each category	<p>Written entry Criteria 1 - 7 additional criteria for CX Leader, CX Professional and CX Team of the Year categories as stated below)</p>	Score	50% of weighting of final score for all categories as specified above
Category judging panels	3 - 6 judges each category	<p>Live presentation Criteria 2 - 7 (additional criteria for CX Leader, CX Professional and CX Team of the Year categories as stated below)</p>	Score	50% of weighting of final score for all categories as specified above

There are a standard set of 7 criteria (8)* (additional criteria CX Leader, CX Professional and CX Team of the Year categories as stated below) across all of the categories. **Each criterion has a maximum score of 100 available.** All 7 (8) criteria* will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-7(8) criteria* only.



Scoring Guidelines

Rating	Description on of how well the entry meets the criteria	Score available
Outstanding	Compelling, robust, fully evidenced description	80 - 100
Strong	Very good story with some strong evidence	60 - 79
Adequate	Good, well-evidenced description	40 - 59
Limited	Some weak areas, would have benefited from more evidence	20 - 39
Weak	Unconvincing, weakly evidenced description	0 - 19

Scoring Criteria	Suggested Word count
The case for recognition. Each criteria has equal weighting and is worth up to 100 points.	MAXIMUM OF 2,000 WORDS
1. Summary Provide an overview of the entire initiative, capturing the most important information from beginning to end. NB. This will be used for shortlisting finalists and the scoring of the written entries but is not relevant to finalist presentations.	250
The following criteria are relevant to all stages of judging: shortlisting, written entries and finalist presentation. Each criterion requires a compelling, fully evidenced description.	
2. Business strategy What was the background to the initiative? How did it meet the strategic needs of the business?	250
3. Goals and Objectives What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?	250



4. Planning and Implementation What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe. Show results of any challenges along the way and the results against target, budget and timeframe	300
5. Stakeholder Engagement What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?	250
6. Innovation and Creativity What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?	250
7. Impacts and Benefits What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?	250
8a.- Professional Competence * ONLY RELATES TO THE CX LEADER and CX PROFESSIONAL CATEGORIES What particular aspects of the initiative demonstrated the candidate's credibility, positive attitude and doing more than the requirements of the job. What evidence supports this?	200
8b. Accountability and Commitment within the Team * ONLY RELATES TO THE CX TEAM OF THE YEAR CATEGORY To what extent did each person understand their individual and the team's goals and objectives? How did they hold themselves and others accountable for delivery and teamwork? Could they depend on one another to deliver their own responsibilities?	200

NB For the CX Leader, CX Professional and CX Team of the Year categories, the entry should relate to a particular initiative and will be scored based on the individual's/team's approach to the initiative.