**CX AWARDS CATEGORY:** Best User Experience

The Category Best Innovation in terms of Initiatives/Product in Customer Experience. Organizations can enter alone or with their clients.

**Instructions:**

* You must use this Word document for Submission.
* Type your submission descriptions into appropriate sections of the document.
* Do not change any format color or text in the document.
* Read the Judging criteria below before you fill out the answers.
* Images or any supporting links can be added to the document which might help you score points in the submission.

**Judging Criteria**

|  |
| --- |
| Summary (non-scoring) |
| Business Strategy | Business Strategy of how CX initiative align with the company’s overall business strategy |
| Goals & Objectives | Goals and objectives of the initiative and key KPI’s that you desired to achieve through the initiative |
| Planning and Implementation | Planning and implementation process of the initiative and include the steps on execution |
| Stakeholders Engagement | Internal & external stakeholders involvement in the initiative |
| Innovation & Creativity | Innovative strategies applied to enhance the customer experience. |
| Impact & Benefits | Tangible impact on both business and customers |
| Summary (non-scoring) | A brief overview of the project without being scored. |

**Additional for Individual Category:**

1. **Professional Competence:** 100 points
2. **Initiative & Achievements**: 100 points

**Additional for Team Category:**

1. **Accountability within the Team**: 100 points
2. **Initiative & team Achievements:** 100 points

**ENTRY OVERVIEW**

|  |  |
| --- | --- |
| **Name of person submitting nomination:** |  |
| Job title: |  |
| Company: |  |
| Email: |  |
| Phone number: |  |
| Entry title: |  |
| Name of nominee: |  |
| Job title: |  |
| Brief Description as to why this person has been nominated |  |
| Short Bio of the Nominee  |  |

**COMPANY AT GLANCE**

|  |  |
| --- | --- |
| **Company name** |  |
| Revenue |  |
| Employees |  |
| Industry |  |
| Email  |  |
| Phone |  |
| Website Address |  |
| Short description of company services |  |

Overview

A brief overview of the project without being scored.

Business Strategy

Explain how your User Experience strategy/innovation aligns with the company's business strategy.

Goals & Objectives

Mention your goals and objectives of the initiative and key KPI’s that you desired to achieve.

Planning and Implementation

Elaborate on your planning and implementation process of the initiative and include the steps on execution.

Stakeholders Engagement

Elaborate on how your internal and external stake holders were engaged in this initiative.

Innovation & Creativity

Detail out the key USP’s of your initiatives and additionally elaborate on your approach to enhance customer experience.

Impact & Benefits

What measurable impact did the initiative have on the business and customers?

**Additional information and screen shots**

Please add any additional information to support your nomination or screen shots/links to videos if any