**CX AWARDS CATEGORY:** Best Customer Churn & Retention Strategy

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**

|  |
| --- |
| **The judges will evaluate your entry on a scale of 1 to 10 on each of the criteria below** |
| Summary (non-scoring) | A brief overview of the project without being scored. |
| Business Strategy | Business Strategy of how CX initiative aligns with the company’s overall business strategy |
| Goals & Objectives | Goals and objectives of the initiative and key KPIs 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 & and external stakeholders involvement in the initiative |
| Innovation & Creativity | Innovative strategies are applied to enhance the customer experience. |
| Impact & Benefits | Tangible impact on both business and customers |

**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 CX strategy/innovation aligns with the company's overall business strategy

Goals & Objectives

Mention your goals and objectives of the initiative and key KPIs that you desire to achieve.

Planning and Implementation

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

Stakeholders Engagement

Elaborate on how your internal and external stakeholders were engaged in this initiative

Innovation & Creativity

Detail out the key USPs 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 screenshots**

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