



# CUSTOMER CENTRICITY WORLD SERIES

## CATEGORY GUIDE

Choose from 15 Categories

### **CUSTOMER CENTRIC CULTURE**

Have you truly embedded a Customer Centric Culture at the heart of your business? Does the entire organisation put the customer first in everything that they do?

### **BEST CUSTOMER EXPERIENCE STRATEGY**

A well thought-through and executed strategy that demonstrated a noticeable shift in direction that lead to positive business results

### **BUSINESS CHANGE OR TRANSFORMATION**

Those that have focused significantly on Customer Experience which has led to sustainable change or transformation of the organisation

### **CUSTOMER INSIGHT & FEEDBACK VOC**

A strategic approach to capturing customer insight and feedback to drive change. These may include initiatives that capture the Voice of the Customer at key moments of the customer journey

### **COMPLAINT HANDLING**

Those who achieved excellent customer experience in managing customer complaints

### **BEST MEASUREMENT IN CUSTOMER EXPERIENCE**

The use of key customer experience metrics (tracking, analyzing and measuring) to bring a greater customer focus and can demonstrate the effectiveness and efficiency of measuring a customer centric approach

### **CONTACT CENTRE**

Contact Centres that utilise innovative methods and effective management, regardless of the size of the center to provide quality support to customers with strong business performance.

### **DIGITAL STRATEGY / TRANSFORMATION**

An effective digital strategy/transformation to deliver exceptional customer experience using various digital channels and touchpoints using digital tools and systems to fundamentally reshape the organisation and the customer experience delivered.

### **EMPLOYEE EXPERIENCE**

Providing the best overall place to work through placing high levels of importance on corporate culture and a happy and healthy work environment for the staff

## **CUSTOMER EXPERIENCE TEAM**

The team who achieved significant improvements in customer experience throughout the customer journey through teamwork, creativity and leadership. The team may be a group of people within a specific function or a group made up of people from across different functions

## **BEST USER EXPERIENCE (UX)**

Providing customers with the best experience using your digital channels such as Websites, Apps, Portals etc...

## **CRISIS STRATEGY AND MANAGEMENT**

Effectively handling and managing customers/employees expectations through crises such as the recent pandemic or other turmoil.

## **CUSTOMER SUCCESS**

Those organisations with an innovative and effective management of existing customers to ensure their success.

## **CUSTOMER CENTRICITY IN B2B**

Those organisations with outstanding Customer Centric practices who are specifically focused on providing products/services to other businesses as opposed to directly to the consumer

**ENTRANTS CAN ENTER MULTIPLE CATEGORIES.  
YOU CAN ALSO SUBMIT MULTIPLE INITIATIVES INTO  
THE SAME CATEGORY.**

**IF YOU NEED ANY HELP SELECTING YOUR  
CATEGORY PLEASE CONTACT LAURA MORTON**

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