



CUSTOMER CENTRICITY WORLD SERIES

ASSESSMENT GUIDE SCORING MODEL & CRITERIA

SCORING MODEL

The ARCET Global scoring model and criteria was developed to ensure that all entries were scored accurately and effectively. We wanted our entrants and judges to have peace of mind that all winners were deserving. So much so, it received endorsement by a top English Business School.

ENDORSED BY



University of
Chester

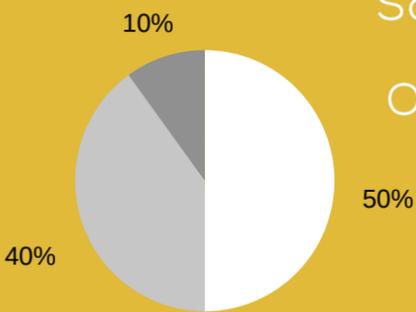
Chester
Business School

SCORING OF ENTRIES

Each Criteria is scored (higher the mark the better)

Scores are aggregated and given a percentage

Only Companies that achieve over 70% in Total are eligible to win a category



Written Entry 50% - 2200 Word Submission
Finalist Presentation 40% - 15 Minute Presentation
Overall 10% - Scored after all finalists have presented

SCORING PROCESS

The written entry is worth 50% of the total marks and is submitted via an interactive PDF form. Which are evaluated by the judges. Those over a minimum threshold in are shortlisted for the finals.

The finals presentation is a 15 minute video presentation, watched by a panel of judges who are experts in that field. This is worth 40% of the total marks.

At the end of the scoring process, judges re evaluate each presentation and give them an overall score out of 100 (100 being the highest). This makes up the final 10% of the marks.

These scores are all added together and aggregated to give a total score out of 100. The winner is the entrant with the highest score over 70%

FEEDBACK REPORTS

After the finals all entrants receive feedback reports to understand how the judges reached their decision and help to improve for next year through constructive feedback from the judges.

CRITERIA

(BUSINESS PROJECT, INITIATIVE OR CAMPAIGN)

Organisation Description – not scored (100 words)

Describe your organisation to give context to the initiative

What is the initiative? 10 marks (200 words)

Give a brief overview of the initiative

Why did you decide to do this? 25 marks (500 words)

Explain why there was a need for this initiative

How did you achieve success and who was involved? 25 marks (500 words)

Describe how you ensured success and who helped

What were the results? 40 marks (800 words)

Present the results of the initiative using facts and statistics

CRITERIA (TEAM BASED)

Organisation Description – Not scored (100 words)

Describe your organisation

Why nominate this team? 10 marks (200 words)

Give a brief overview of why this team was nominated

What have they achieved that sets them apart? 25 marks (500 words)

Explain what the team has done to improve the organisation

How did they achieve success? 25 marks (500 words)

Give details on how they achieved this

What were the results? 40 marks (800 words)

Present the results of their efforts using facts & statistics



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OVERCOMING COMPLIANCE

How to put Compliance at ease

INDEPENDENT JUDGES

All Judges in your category have to let us know if there is any conflict of interest between them and any of the entrants in their categories. This protects our entrants and ensures the competition stays fair.



JUDGES NDA

All of our independent judges sign NDA's to ensure your data and information remains confidential. This NDA covers all of our finalists. Judges are not allowed to take part unless they have signed this NDA

CONFIDENTIAL PRESENTATION

If you do not wish to share your presentation video you can request to have this confidential. This means only your team and the judges who are under an NDA will be in the room. Protecting your precious information.



"WE HAVE A STRICT NO AWARDS POLICY"

Some companies have strict 'no awards' policies in place. That doesn't mean that you should miss out on sharing best practice and benchmarking your organisation.

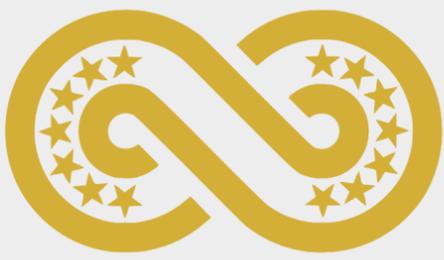


We can list you as a confidential entrant with a closed presentation. You won't be able to win and be awarded on stage but you will still receive your benchmark feedback report with your scores and comments from the judges.

IF WE DONT WIN....

Some teams are worried that if they don't win they will look bad to their leaders. This is a highly competitive competition with leading companies from all over Europe taking part. To be shortlisted is a HUGE achievement that everyone should be proud of.





CUSTOMER CENTRICITY WORLD SERIES

CONVINCING YOUR BOSS

You love it, how to make sure your boss loves it too!

REAL COMPETITION

The awards are not a 'pay to win' model. All entries are scored by independent expert judges.



BENCHMARK REPORT



After the awards you will receive a benchmark feedback report based on the judges scores and comments so you can compare yourself against other organizations across the globe from all sectors and see where you can improve.

HUGE AMOUNTS OF CONTENT

All the Finalist presentations are available at the event so you can learn from other organisations across a whole range of sectors. There will be over 100 business case studies presented during the event. One of the largest gathering of CX Content in one place anywhere in the world!



GENERATE LEADS

With over 100 companies in attendance there is ample time to network and generate quality leads for your business through our virtual networking platform.

NETWORK

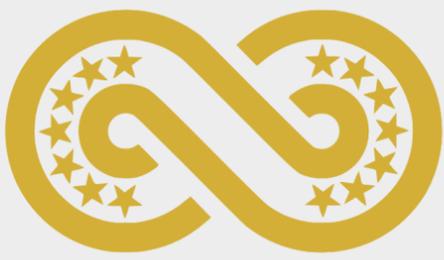
CX Thought Leaders from across the globe will be in attendance for you to meet, network and ask questions. Build your network and create lasting business relationships. The live chat during the stream is always full of great conversation too!



DRIVE MOTIVATION



Drive motivation within your teams through internal recognition by deeming your story worthy of winning an award. Nothing drives motivation with your employees like your leader providing you with internal recognition.



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

EXPERIENCE DESIGN

Those organisations who design products, processes, services, events, omnichannel journeys, and environments with a focus placed on the quality of the Customer Experience.

CX AGENCY OF THE YEAR

Are you a CX Agency who has done amazing things for your Clients? We want to hear your CLIENTS STORY. How did you help them, what did you achieve, why should you be crowned CX Agency of the year?

**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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WWW.CUSTOMERCENTRICITYWORLD SERIES.COM