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 and certification by Customer Institute

ENDORSED BY

School of Business
University of Dundee

CERTIFIED BY

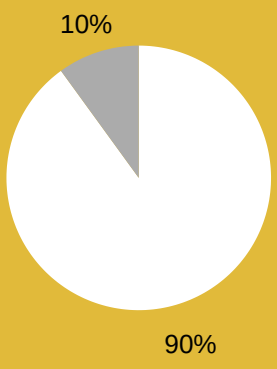
Customer Institute
ci-cert.org/C4309
until November 2024
Certified

SCORING OF ENTRIES

Each Criteria is scored (higher the mark the better)

Scores are aggregated and given a percentage

Only Companies that achieve over 75% in Total are eligible to win a category



Written Entry 90% - 1500 Word Submission
Overall 10% - Scored after all finalists have presented

SCORING PROCESS

The written entry is worth 90% of the total marks and is submitted via a word document form. Which are evaluated by the judges. Those over a minimum threshold are shortlisted for the finals.

Once the finalists are announced the Judges will evaluate your entry and provide you with some questions to give them a deeper understanding of your initiative. These will be fed back to you to answer in writing.

After receiving the answers to your questions, 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 75%

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 and why did you decide to do this?
(350 Words) 10 Marks
Give a brief overview of the initiative and explain why there was a need for this initiative.

How did you achieve success and who was involved?
(350 Words) 50 marks
How did you achieve the success of the initiative / project /campaign and who was involved?

What were the results?
(700 Words) 40 Marks
Present the results of the initiative using facts and statistics

CRITERIA (TEAM BASED)

Organisation Description – not scored (100 words)
Describe your organisation to give context to the initiative

Why Nominate This Team?
(350 Words) 10 Marks
Give a brief overview of why this Team deserves recognition.

What have they achieved that sets them apart and how Did They Achieve Success?
(350 Words) 50 Marks
Explain what the team has done to improve the organization and give details on how they achieved this

What were the results?
(700 Words) 40 Marks
Present the results of the initiative using facts and 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

"WE HAVE A STRICT NO AWARDS POLICY"

Some companies have strict 'no awards' policies in place. That doesnt 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.

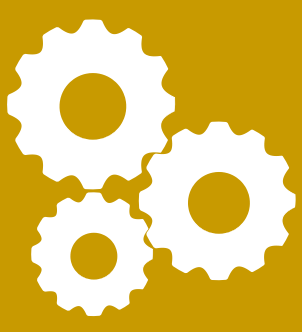
GENERATE LEADS

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.

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