



EUROPEAN
CUSTOMER CENTRICITY AWARDS

CATEGORY GUIDE

Choose from 22 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

CUSTOMER COMPLAINTS

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

BEST MULTI/OMNI-CHANNEL CUSTOMER EXPERIENCE

Those who have delivered a seamless Multi/Omni-channel Customer Experience strategy. A clear understanding of the customer journey and best practices on optimizing the customers interactions on preferred channels

MOST EFFECTIVE CUSTOMER EXPERIENCE IN SOCIAL MEDIA

The use of individual or mixed social media as a strategic channel for excellent customer interaction, engagement, support and promotion leading to a seamless customer experience

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.

CLIENT RELATIONSHIP MANAGEMENT

Those who have deployed effective techniques to enhance customer experience through client relationship management and its associated systems.

BEST USE OF MOBILE

Highlight meaningful customer engagement using innovative and effective mobile platforms such as apps, mobile web marketing and more.

DIGITAL TRANSFORMATION

The use of digital tools and systems to fundamentally reshape the organisation and the customer experience delivered. Or have implemented innovative technologies to impact customer experience.

BEST DIGITAL STRATEGY

An effective digital strategy to deliver exceptional customer experience using various digital channels and touchpoints

BEST SHARED SERVICES

Companies who utilise or provide an exceptional shared services strategy to successfully improve efficiency and the employee/customer experience

EMPLOYER OF THE YEAR

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

EMPLOYEE EMPOWERMENT

Giving employees a certain degree of autonomy and responsibility for decision making regarding their specific tasks

CUSTOMER EXPERIENCE PROFESSIONAL

An individual who played a significant role in the overall customer experience in the organization

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

CUSTOMER EXPERIENCE LEADERSHIP

An individual who exemplified excellence in customer experience through their commitment, influence, focus, skills and dedication

SERVICE DESIGN

Organisations who have excelled in designing and implementing an effective structuring of people, communication and material components to improve the customer experience

CUSTOMER/EMPLOYEE HAPPINESS

Those who have put their employees/customers happiness at the forefront of their culture to ensure that happiness is a priority.

BEST USER EXPERIENCE (UX)

Those who have exceptional user-centered design best practices that enrich and engage users

ENTRANTS CAN ENTER MULTIPLE CATEGORIES. YOU CAN ALSO SUBMIT MULTIPLE INITIATIVES/TEAMS/INDIVIDUALS INTO THE SAME CATEGORY.

IF YOU NEED ANY HELP SELECTING YOUR CATEGORY PLEASE CONTACT GABOR BERECS

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