



EUROPEAN
CUSTOMER CENTRICITY AWARDS

CATEGORY GUIDE

Choose from 18 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 USE OF MULTIMEDIA IN 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.

CONTACT CENTRE / SHARED SERVICES

Contact Centres/Shared Service 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 DIGITAL STRATEGY

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

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.

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

BEST SHARED SERVICES

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

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 WILLIAM HAMILL**

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