Customer Experience Africa Awards
◇ ENTRY GUIDE ◇

The CX Africa Awards recognises the most influential brands operating in the CX sphere, leveraging customer experience to enhance their brand and the way that they interact with customers across all platforms. The nominees inspire change and development in the African customer experience industry with the notion of bettering the CX industry as a whole across organisations.

◇ Eligibility

Business enterprises, private institutions and government bodies are eligible to submit entries to the CXA Awards.

Customer experience and marketing agencies or consultancies may submit on behalf of their clients, as a joint application.

Participants may submit as many individual entries as they wish, including entries submitted to other awards programmes or bodies.

The campaign can be local, regional, national or international. The executing company must have a physical/virtual Sub-Saharan presence to be eligible.

A customer experience consultancies, vendors or solution provider are not eligible to enter.

◇ Scope

Entries may be submitted across various categories (the category definitions are provided within the **category sub-section**). It is important that the entry be adapted to ensure there is relevance between the submission and the category being applied for. The judges will not accept carbon copy entries across multiple categories, or entries that do not show relevance to the category.

◇ The Judging Panel & Verification

Four CX industry specialists will judge the entries and narrow down finalists and the winning order. The judge's results will be audited

The Judges' decision is final after verification. Details on the judging panel may be found on www.cxa-awards.com

◇ Criteria

Entries into the CXA Awards will be judged purely on their relevance to the category and performance in the scoring metrics competencies listed below.

• Problem Identification / Cause Analysis   (Weighting 25)
• Strategic plan   (Weighting 20)
• Execution   (Weighting 20)
• Measurement & Refinement   (Weighting 25)
• Exceptional Impact   (Weighting 10)

◇ **Problem/Opportunity Identification**

Problem/Opportunity identified below must align with the subject category entered

      I. Defining the problem

            a. What do you see happening?

            b. What are the specific symptoms?

◇ **Collect the Data**

            a. What proof do you have that the problem/opportunity exists?

            b. How long has the problem/opportunity existed?

            c. What is the impact of the problem/missed opportunity?

◇ **Strategic plan**

Show how the strategic plan aligns with the subject category entered

      I. Outline a brief description of the customer experience initiative

            a. Objectives should be as quantitative as possible when measured

      II. Show how the objectives relate back to the problem/opportunity identification and the research base

      III. Indicate what the measurement of success is for the objectives

◇ **Execution/Implementation**

Execution/Implementation plan must align with Criteria I & II

      I. Provide a description of the execution plan

            a. Show with some detail how the objectives will be executed/implemented in the field

      II. Show any adjustments that were made to the plan

            a. Indication of adaptation and flexibility to adapt when theory and execution do not seamlessly integrate

      III. Describe the challenges faced on the execution/implementation phase

            a. Identify challenges

            b. Describe how they were dealt with

◇ **Measurement and Refinement**

This section covers the identification, analysis and quantification of results. The judges will look for tangible results which demonstrate the achievement of the initiative's measurable objectives.

      I. Clearly Outline the outcome of the initiative as measured against the strategic plan

            a. Business and organisational results should be measured where possible, including metrics such as sales and revenue.

      II. Indicate if/how the initiative was refined after assessment of the initial outcomes to foster continuous improvement

Submission Rules

In addition to the submission criteria there are some important rules that apply to the submission process to ensure uniformity for the judging panel.

- ◇ **Primary Phase (executive summary)**
    - a. Whilst narrowing down the pool of entries to finalists, the judging panel will only evaluate the executive summaries submitted with the entry. This is an important element of the submission and must be concise and convincing.
    - b. The length of the executive summary is **limited to 100 words. Minimum font size is 12 point.**
    - c. The executive summary must start with a **100 word opening statement or introduction. Minimum font size is 12 point**. This statement will be used on the website and the brochure should you progress as a finalist.
    - d. The executive summary should include the following sections under separate headlines:
        - i.   Problem Identification / Cause Analysis
        - ii.   Strategic plan
        - iii. Execution
        - iv.   Measurement & Refinement
        - v.   Exceptional Impact
    - e.   Graphs and images may be included into the executive summary
        - i.   This **will not add** to the executive summary word count

- ◇ **Full Submission**
    - a.   The full submission is limited to 1200 words per headline section
        - vi.   Problem Identification / Cause Analysis
        - vii.   Strategic plan
        - viii. Execution
        - ix.   Measurement & Refinement
        - i.   Exceptional Impact
    - b.   You may include graphs and images in your submission (these do not add to the word count restrictions)

- ◇ **Form and Flow**
    - a. Ensure that the submission follows a process of logical flow within the format provided
    - b. Allowing the judges to easily see the link between the key criteria segments will be beneficial to the submission

Categories

◇ **CXA Omni-channel Champion:**

This award will be given to the company that delivers its services seamlessly across and between all channels. It drives a highly consistent customer experience between and across all channels. This organisation fully understands its customers, their preferred channels, and the stages its customers are on a customer journey. This organisation's overall message is experienced through every interaction that the customer has with the brand, regardless of channel, department, area of the business, etc

◇ **CXA Customer Insights Award:**

This award will be given to the truly customer focused organisation that has used a new customer insight to significantly shift and influence their business to change – from capturing the customer insight, analysing the customer feedback and transactional data, to implementing the insight/s in product, processes, change in business model or delivery that reflect the findings. There needs to be specific focus on the collection of data, why a particular analytical method was chosen and the results of applying the customer insights.

◇ **CXA Customer-centric Culture Award:**

This award will be presented to an organisation that has integrated a customer-centric culture into their company. The employees of the company have knowledge of the organisation's customer experience vision from the bottom line up to senior management and executives. Ensure that you demonstrate the steps taken to educate employees on customer experience and changes within the organisation that reflect the change towards a customer-centric culture.

◇ **CXA Digital Innovator:**

This award will be given to the company that has successfully implemented innovative digital CX solutions and generated positive customer experiences by doing so. This organisation has been innovative in their approach to their digital interaction with customers, and enabled customers to interact with the brand via a platform of their choice seamlessly and with ease.

◇ **CXA Game-changer Award:**

This award will be given to the company/person who has significantly enhanced and transformed the customer experience for their organization. This person/company has significantly changed the customer's perception of the organization and made it easier for customers to do business with them through a new approach to CX. This award will be chosen on a weighting split of 50% by the judges and 50% by the popular vote. This is a great opportunity to generate engagement on social media by having your fans vote to increase your chances of winning.

◇ **The CX practitioner:**

This award will be given to the person who has made a significant impact on the customer experience management industry. They have achieved a high level of practical CX knowledge and great overall experience through customer focused actions. They have been innovative in their approach to the industry. They inspire and mentor and share their experience.

◇— Submission Process

◇ **Deadline for submissions**

The deadline for entry submissions is the 16th May 2019

◇ **Submission Format**

Your submission needs to be in the following format:

      a) PDF File

      b) The executive summary needs to have a full page break before the detailed submission

      c)You will need to send your submission to marcia@kineticevents.net

      d) Video/audio material will not be accepted as accompanying documentation to the submission.

      e) If you have more than one entry, you must submit a list of your entries.

      f) If you are submitting on behalf of a client, you need to send a letter of authorisation from the client, with complete contact details along with the submission.

◇ **Finalist Notification**

You will be notified of your status as a finalist by the 25th June 2019

As a finalist, you may be required to submit a short supporting video to be showcased at the awards evening.

◇ **Disqualification criteria**

Vendors/Solution providers will not be permitted entry into the CXA Awards and will entries will be disqualified.

Late submissions will not be accepted.

Failure to submit authorisation form on behalf of a client will result in disqualification.

Incomplete submissions will be disqualified.

Submissions that exceed the prescribed word count will be disqualified.

◇ **Key Dates:**

- Entries open 1st October 2018
- Deadline for entries: 16th May 2019
- Entries review by Judges to select finalists: 17th May 2019 – 24th June 2019
- Announcement of Finalists: 1st July 2019
- Finalists and winners sent to verification partner / auditor: 25th June 2019
- Winners to be verified by (verification partner / auditor): 12th July 2019
- Awards dinner on evening of Day CEM: 31st July 2019