



— LOYALTY360™ —

# CUSTOMER

## AWARDS NOMINATIONS

Nominations Due  
**August 24, 2018**



## About the Loyalty360 Customer Awards

In their 2nd year, the Loyalty360 Customer Awards look to honor the industry leaders that are truly working to build stronger and deeper relationships with their customers & putting the customer first.

### Eligibility

Entry is open to any brand with a defined customer journey strategy. Vendors and partners may submit on behalf of their brand clients but are required to submit contact information for their client and – should the client be named a finalist – are required to have representation from the brand client company participate in the final judging process, awards coverage, and ceremony. Vendors and partners are strongly encouraged to collaborate with their brand clients on entry submissions to ensure that the responses are as comprehensive as possible, capturing the company's entire customer journey strategy and business objectives.

### Finalists and Winners

Four finalists will be named this summer for each of the individual awards categories. To complete the judging process, the finalists will be invited to the 2018 Customer Expo, where each brand will make a short presentation of their entry to the audience\*. Following the presentations, the audience will vote, and Platinum, Gold, Silver and Bronze winners will be announced during an awards ceremony at the conference. All finalists will receive an award at the ceremony.

If the brand is not able to attend the conference and make their final presentation, the category runner-up will be nominated as the category fourth finalist.

Additionally, four brands will be nominated for the Loyalty360 360-Degree Award, which will be based on a brand's finishes in the individual categories.

Additionally, Loyalty360 will recognize a small group of brands & vendors during the Loyalty360 Honors. Brands and vendors must be involved with the Loyalty360 Customer Awards in some capacity to be considered for the Loyalty360 Honors.

## Loyalty360 Award Finalists and Winners Benefit from:



### RECOGNITION

The Loyalty360 Customer Awards acknowledge leading customer strategies. A panel of judges—comprised of Loyalty360 members—determines the finalists of each category, while attendees of the 2018 Customer Expo will determine winners. Winning a Loyalty360 Customer Award demonstrates to your industry colleagues and customers that you are uniquely committed to your customers.



### OFFICIAL LOGO USAGE

All Loyalty360 Customer Award finalists and winners are permitted to use the 2018 Loyalty360 Customer Awards logo on their website, as well as digital & print marketing collateral.



### LOYALTY360 COVERAGE

As a Loyalty360 Customer Award finalist, your accomplishments will be highlighted in our extensive coverage of the awards on Loyalty360.org and CustomerExpo.com. Loyalty360 will pen an article and conduct a video interview of each finalist before the winners are announced during the 2018 Customer Expo. After the conference, Loyalty360 will cover the award winners' stories to be featured on the Loyalty360 homepage and in Loyalty Management Magazine. Moreover, finalists will benefit from coverage from conference media partners, other trade publications, and members of the press.



### TROPHIES

Each award finalist will receive a 2018 Loyalty360 Customer Awards trophy. Trophies will be presented during the awards ceremony, which will take place during the 2018 Customer Expo. Extra trophies may be requested for an additional fee.

CUSTOMER 2018  
expo™

### KEY DATES:

#### August 24, 2018

Nomination Submission Deadline

#### September 2018

Category finalists announced

#### October 24-26, 2018

Finalists will present and winners will be voted on/announced during the 2018 Customer Expo in Nashville, TN. Award ceremony tentatively scheduled for Oct. 25th, 2018

#### Fall/Winter 2018

Category winners' profiles published in Loyalty Management Magazine and featured on Loyalty360.org

### INFO:

CustomerExpo.com  
Loyalty360  
7695 Beechmont Ave.  
Cincinnati, OH 45255  
loyalty360.org  
513-800-0360

### DEADLINE:

Submit your nomination(s) no later than **August 24, 2018** by 5PM EST.

Questions? Contact Carly Stemmer at [CarlyStemmer@loyalty360.org](mailto:CarlyStemmer@loyalty360.org) or 513-800-0360.

\*Brand finalists must be present at the 2018 Customer Awards to be considered. Vendors or partners are invited to attend the conference and/or awards ceremony, but are not permitted to present on behalf or with a brand client.

## Judges

### **Judging Panel**

A panel of judges will examine and score each entry. Judges on the panel will include representatives from industry suppliers and partners, as well as brands. The panel will be comprised of over 20 industry professionals.

### **Judging Process**

To achieve a truly objective and unbiased ranking, multiple judges will score each submission on a variety of criteria. After submissions are scored and averaged, entrants at the top of each category will be named as finalists. The 360-Degree Award, which is the most comprehensive and prestigious of the Loyalty360 Customer Awards, will assign point values to each finalist based on their finish in the individual categories. Finalists will be ranked based on their average scores across the individual categories, and the winners of the Platinum, Gold, Silver, and Bronze Loyalty360 360-Degree Awards will be the finalists with the highest total scores. To be considered for the 360-Degree Award, brands must enter at least three of the nine individual categories.

### **Finalist Presentations & Announcement of Winners**

Four finalists will be named for each category in September 2018. Finalists will present their cases to the audience at Customer Expo, October 24-26 in Nashville, TN. Voting from the audience will determine the final ranking, and Platinum, Gold, Silver and Bronze winners will be announced at an awards ceremony following the presentations. All finalists will receive an award at the ceremony.

### **Judged by Your Peers**

After finalists are selected and presentations are delivered at Customer Expo 2018, attendees will have the opportunity to cast their votes for the Platinum, Gold, Silver, and Bronze awards. These votes will determine the winner in each category, as decided by peers in the industry.

## Categories

Platinum, Gold, Silver, and Bronze awards will be given for the following:

### **Awareness & Acquisition**

The Awareness and Acquisition category will focus on the brand's ability to create interest among prospective customers for its current or potential product and/or service offering. This category will look at alignment between the organization's offering, its customer, and how it is leveraging unique marketing strategies to enable a more detailed understanding of the customer in pursuit of increased responsiveness to targeted acquisition efforts.

### **Brand Collaboration**

A growing number of brands are embracing the idea of partnering with other brands to fully engage respective consumers. These brands are thinking outside of the box and realizing that unique partnerships with other brands can prove mutually beneficial and drive measurable results for both partners. This award goes to the company that best leveraged outside brand partnerships to successfully drive loyalty.

### **Brand Messaging & Communication**

Communications including messaging, branding, or campaigns that highlight and/or reinforce the brand's customer experience strategy, & customer-first approach, including creative campaigns, PR, and brand messaging.

### **Customer Centric Culture**

The Customer Centric Culture category will focus on brands that adopt a holistic strategy with the singular goal of building authentic consumer relationships through differentiating CX practices. Additionally, the category will include brands that take customer first approaches throughout the organization, with a steadfast senior level committed to a culture that focuses on the customer.

### **Customer Engagement & Experience**

The Customer Engagement & Experience category focuses on the brand's complete brand engagement & CX strategy, including definitions and program mechanics. The Customer Engagement & Experience category will assess the brand's holistic approach & overall customer-focused goals, objectives, and strategies for traditional or non-traditional programs.

### **Customer Insights**

The Customer Insights category focuses on the brand's accessibility, measurement, and management of customer data - internally and externally - and how they are managing that data to create a deeper, more personal relationship with the customer. Strong entries in this category will demonstrate a brand putting the customer first by leveraging customer insights via the ability to prudently utilize customer data to enhance more meaningful and longer-lasting customer relationships.

# Categories Continued

### **Employee Impact**

A brand's employees are the driving force behind successful customer relationships. Building and managing teams, training, and processes that help the organization successfully execute the customer experience strategy are vital to any successful brand. This category will recognize the brands that are truly empowering employees to engage customers in all situations, from front-line employees to the C-suite. Employees and effective VoE processes are invaluable customer touchpoints.

### **Experience & Design Innovation**

Utilizing new technologies, techniques or frameworks to execute the customer experience/engagement strategy, or developing new ways of using existing technologies, techniques or frameworks to measurably impact the customer experience strategy.

### **Loyalty & Advocacy**

The Loyalty & Advocacy category measures a brand's ability to spark authentic loyalty within consumers, with the end goal of creating organic & measurable brand advocacy.

### **Loyalty360 Honors**

The Loyalty360 Honors will be awarded separately to brands and suppliers that, based on the extensive industry experience of Loyalty360 & the conference advisory board, have shown a unique drive, passion, focus, and commitment to advance the customer loyalty landscape. Loyalty360 & the conference advisory board will select the winners for each category, which will be recognized during the Loyalty360 Awards ceremony. Entrants do not need to apply for the Loyalty360 Honors, but will be nominated based on their awards submissions and involvement with Loyalty360 over the past year.

### **360-Degree Award (Brand)**

The 360-Degree Customer Award is based on an amalgamation of the brand's respective finishes in the individual categories. Point values will be assigned for Platinum, Gold, Silver, and Bronze in each individual category to determine the finalists and winners for the overall 360-Degree Customer Awards. Brands should submit for at least three of the nine categories to be considered for the 360-Degree Award. The highest average point values among finalists will determine the 360-Degree Award winners.

### **360-Degree Award (Vendor)**

In addition to our 360-Degree Brand Award, we'll also be recognizing the solution providers whose clients had the best combined performance across all categories. These suppliers will receive points based on where their clients placed in their respective categories, and top earners will be recognized as winners of the 360-Degree Vendor Award. Similar to the brand award, Platinum, Gold, Silver, and Bronze will be awarded for the 360-Degree Vendor Award.

# Submission Eligibility & Requirements

## To Enter

All submissions must be completed via our [online entry form](#). You will be asked to provide basic contact and company info, and then you will fill out entry forms for the category or categories you wish to enter.

## Eligibility

Any company with a customer journey strategy is eligible to enter. Vendors and partners may submit on behalf of their clients but are required to submit contact information for their client and – should the client be named a finalist – are required to have representation from their client company participate in the final judging process, Loyalty360 coverage, and ceremony.

Vendors and partners are strongly encouraged to collaborate with their clients on entry submissions to ensure that the responses are as comprehensive as possible, capturing the company's entire customer loyalty strategy and business objectives.

Vendors or partners may (and are encouraged to) submit more than one client for the Loyalty360 Customer Awards. Each client requires a separate entry form. Submitting more than one client increases chances of being considered for the vendor/supplier 360-Degree Award.

## International and Global Entries

All companies from around the globe will compete against each other. We have eliminated the distinct international category for companies operating in EMEA, APAC and LATAM for the 2018 awards.

## Finalists and Winners

Four finalists will be named in September 2018 for each of the nine categories. To complete the judging process, the finalists will be invited to the 2018 Customer Expo, where each brand will make a short presentation of their entry to the audience. Following the presentations, Platinum, Gold, Silver, and Bronze winners will be announced during an awards ceremony. All finalists will receive an award at the ceremony.

## Confidentiality

Loyalty360 may publish portions of the content you submit in your nomination. Entrants should mark any sensitive information "not for publication" on entry forms. Information will be presented by Loyalty360 to judges in a blind manner; judges will not have visibility into the specific company, brand or product that is being judged. Please refrain from using specific company, brand, product and service names on entry forms for categories.

## Submission Process

To submit your entry please go to [CustomerAwards.org](#). This will take you to the online registration and submission forms. You may exit the form and continue it at a later time if necessary. Once the call for entries is closed, you may not edit your submission.

## Submission Content and Completeness

You are not required to complete all the questions on the entry form, but are encouraged to respond to as many questions as possible, as incomplete entries may lack sufficient information for accurate and objective assessments by judges.

When you submit your online nomination form, submit the following (please email if file sizes are too large):

- High-resolution, print quality company logo
- Sample images (screenshots, marketing collateral, video clips, etc.) If you are selected as a finalist, Loyalty360 will be in touch regarding any additional collateral needed.

Failure to submit additional information, as requested and within the requested timeframe, may result in disqualification from the Loyalty360 Customer Awards.

# Submission Eligibility & Requirements

## Eligibility Period

Entries must be for work conducted during your company's current and/or prior fiscal year. Entries will be considered over a period that allows such measurability (henceforth a year). Unless otherwise stated, most of the work must have occurred during the aforementioned measurement period, but does not necessarily need to have been started or completed during this eligibility period.

## Timeline

The call for entries is open from **June 1, 2018** to **August 24, 2018**.

Finalists will be notified in **September 2018**.

The Loyalty360 Customer Awards will be presented during **Customer Expo in Nashville, Tennessee**.



## Expectations of Finalists and Winners

Finalists are expected to:



Attend Customer Expo, October 24-26 in Nashville, TN (registration fees for finalists\* are waived)



Provide creative elements (video, print, logos, visuals, etc.) that describe your program; may be created by or in collaboration with Loyalty360



Participate in a presentation at Customer Expo\*\*



Participate in an interview with a Loyalty360 staff writer

\*Each brand finalist is eligible for one comp pass to Customer Expo and a discount on additional passes. Free passes and discounts are only to be used by the brand finalist. Vendors or other partners submitting on behalf of a brand that is selected as a Loyalty360 Customer Awards finalist are not entitled to a complimentary conference pass but are encouraged to attend the event. A partial discount will be offered to vendor/supplier partners that have brand clients nominated as a finalist.

\*\*Brand finalists are required to present during Customer Expo for the final judging process. If a brand finalist is unable to attend the conference, Loyalty360 will nominate an alternate in their place. Vendors or partners may not present for or with a brand finalist.



**October 24 - 26**

**Nashville Airport Marriott | Nashville, Tennessee**

[CustomerExpo.com](http://CustomerExpo.com)

**LOYALTY360™**  
The association for customer loyalty