

2019 Loyalty360 Customer Awards | Categories and Questions

Instructions:

You are not required to complete all 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 submitting category question responses, please refrain from using any explicit company references or brand names. All entries are presented to judges in a blind manner. Loyalty360 will remove any brand names or references if included with the final entry.

Only text responses included within the character limit guidelines will be presented to judges. Judges will not be able to review any images, videos, or other content attached to the entry.

In order to streamline efforts, we ask that brands submit the following with their awards entry below. These items will only be used if the brand is named a finalist (please email to Loyalty360 if file sizes are too large):

- High-resolution, print quality company logo
- Sample images (screenshots, marketing collateral)
- Brand-focused video clip(s) (totaling to ~ 45 seconds or more) - this can include b-roll, commercials, training videos, etc. (.mp4 files, YouTube links, Vimeo links, etc. are acceptable). These clips will be used to create a video montage featuring all finalists during the Loyalty360 Awards dinner and ceremony.

****This is not an official entry form. To enter, you must register and submit your entry on CustomerAwards.org****

Business Transformation:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's business transformation. Focus on how the company shifted its vision, communications, and/or processes to significantly enhance customer and employee engagement/experience. (limit 2400 characters)
- How does the company's transformation demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)

- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's business transformation has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's transformation and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
- Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Customer Awards? (limit 2400 characters)
- If named a finalist, Loyalty360 will use some of the information provided in the submission for the Loyalty360 Customer Awards ceremony booklet. Indicate what, if any, information you've submitted should not be published by Loyalty360 without approval.
- File Upload: Brand Nominee Logo(s)
- Please include links to any additional images, videos, or marketing collateral related to your submission.

CX Campaign:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's CX Campaign. Focus on how the company utilized communications, branding, messaging, promotions and/or initiatives that highlight its CX strategy (limit 2400 characters)
- How does the company's CX Campaign demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's CX Campaign has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's CX Campaign and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)

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Customer Centric Culture:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to be potentially used on our website and print materials. (limit 2400 characters)
- Describe the company's Customer Centric Culture. Focus on how the company developed a holistic strategy around a customer-first approach throughout the organization with the goal of building authentic customer relationships (limit 2400 characters)
- How does the company's Customer Centric Culture demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's Customer Centric Culture has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's Customer Centric Culture and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
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Customer Engagement & Experience:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's Customer Engagement & Experience strategy. Focus on how the company's complete strategy includes a holistic approach and considers overall customer-focused goals and objectives. (limit 2400 characters)
- How does the company's Customer Engagement & Experience strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's Customer Engagement & Experience strategy has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's Customer Engagement & Experience strategy and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
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Customer Feedback & Insights:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's customer feedback and insights strategy. Focus on how the company manages internal and external customer-focused data to manage and build stronger customer relationships through data derived insights. (limit 2400 characters)
- How does the company's customer feedback and insights strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's customer feedback and insights strategy has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's customer feedback and insights strategy and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
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Employee Empowerment:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)

- Describe the company's employee empowerment strategy. Focus on how the company's employees are a driving force behind strong customer relationships due to training, process or other factors - from front-line employees to the C-suite. (limit 2400 characters)
- How does the company's employee empowerment strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's employee empowerment strategy has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
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Experience & Design Innovation:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's approach to experience and design innovation. Focus on how the company is utilizing new technology, techniques or frameworks to execute or develop a customer experience/engagement strategy. (limit 2400 characters)
- How does the company take an innovative approach to experience design? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)

- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's innovative experience design has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)
- Please share up to three qualitative pieces that speak to the strengths of the company's innovative experience design and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
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Loyalty & Advocacy:

- Please provide a summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 2400 characters)
- Describe the company's loyalty and advocacy strategy. Focus on how the company's sparks authentic loyalty within customers by creating a sense of community, with the end of goal of organic and measurable brand advocacy (limit 2400 characters)
- How does the company's loyalty and advocacy strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation. (limit 2400 characters)
- Please describe up to three quantifiable metrics, processes, or objective evidence to show that the brand's loyalty and advocacy strategy has helped the company foster stronger and deeper relationships with its customers. (limit 2400 characters)

- Please share up to three qualitative pieces that speak to the strengths of the company's loyalty and advocacy strategy and how it has helped the company foster stronger and deeper relationships with customers. (limit 2400 characters)
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