

POWERED BY LOYALTY360

CUSTOMER
expoTM
2019

— LOYALTY360TM —
CUSTOMER
AWARDS NOMINATIONS



LOYALTY360TM
The association for customer loyalty

About the Loyalty360 Customer Awards

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

Eligibility

Entry is open to any brand with a defined customer-centric strategy. Brands may submit themselves or 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 in-person representation from the brand client company participate in the final judging presentation, 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.

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 2019 Loyalty360 Customer Expo (Nov. 11-13), 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 multiple individual categories.

Vendor/suppliers may not present for a brand client during the final judging round. However, vendors/suppliers that submit a brand client are eligible to be considered for the vendor/supplier 360-Degree Award.

Loyalty360 Customer 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 2019 Loyalty360 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.

The Loyalty360 Customer Awards are also a great internal recognition for hard working teams and a chance to celebrate all that has been accomplished.



OFFICIAL LOGO USAGE

All Loyalty360 Customer Award finalists and winners are permitted to use the 2019 Loyalty360 Customer Awards logo on their website, as well as digital and 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 Loyalty360's 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 Loyalty360 Customer Awards trophy. Trophies will be presented during the awards ceremony, which will take place during Loyalty360's Customer Expo. Extra trophies may be requested for an additional fee.



KEY DATES:

September 13, 2019
Nomination Submission
Deadline

September 2019
Category finalists announced

November 11-13, 2019
Finalists will present and
winners will be voted on
during the Loyalty360 Customer
Expo. Award presentations will take
place on Nov. 12 and 13, with the
ceremony tentatively scheduled for
the evening of Nov. 13, 2019

Fall/Winter 2019
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

Submit your nomination(s)
no later than September 13, 2019
by 11:59PM EST.

Questions? Contact
Carly Stemmer at
CarlyStemmer@loyalty360.org
or 513-800-0360.

*Brand finalists must be present at the 2019 Loyalty360 Customer Awards to be considered. Suppliers are invited to attend the conference and/or awards ceremony, but are not permitted to present on behalf of or with a brand client.

Judges

Judging Panel

For the initial judging round, a panel of judges will examine and score each entry. Judges on the panel will include representatives from industry suppliers and partners - all of whom are Loyalty360 members. 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, the top four entrants in each category will be named as finalists and invited to present in the final judging round at Loyalty360's Customer Expo in November.

Finalist Presentations and Announcement of Winners

Four finalists will be named for each category in September. These finalists will then present their cases to the audience at Customer Expo, November 11-13 in Indianapolis for the final judging round.

By participating in the final judging round, each brand will give a short 10 to 15-minute presentation at Loyalty360's Customer Expo during their category's determined time slot. The four finalists in a given category will all present over the course of a 1-hour session (with a maximum of 15 minutes of speaking time each). Finalists can create a slide deck including video, screenshots, and insights mentioned in the initial entry for the final judging round. Conference attendees will serve as the final judging panel, as they have the opportunity to cast votes for the Platinum, Gold, Silver, and Bronze awards in the award finalist presentations that they attend via the conference app.

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 after the final presentations and judging at the Loyalty360 Customer Expo. Finalists will be ranked based on their total average scores across multiple 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 eight individual categories and be named a finalist in at least one.

Categories

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

Business Transformation

Now more than ever, brands must have a constant and evolving handle on the industry, competitors and customer expectations. The Business Transformation category will focus on brands' dedicated focus to a company-wide shift in vision, communications and/or processes that significantly enhance customer and employee experiences and engagement.

CX Campaign

Communications and/or campaigns including messaging, branding, promotions and initiatives that highlight and/or reinforce the brand's customer experience strategy and customer-first approach, while driving overall awareness and engagement, including creative campaigns, PR, influencer marketing, social media, gamification, experiential marketing and/or 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 customer 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 and CX strategy, including definitions and program mechanics. The Customer Engagement & Experience category will assess the brand's holistic approach and overall customer-focused goals, objectives, and strategies for traditional or non-traditional programs.

Customer Feedback & Insights

The Customer Feedback & Insights category focuses on the brand's accessibility, management and most importantly, measurement of customer-focused 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 Empowerment

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.

Experience & Design Innovation

The Experience & Design Innovation category will recognize brands that are utilizing new technologies, techniques or frameworks to execute the customer experience/engagement strategy, or developing new ways of using existing technologies, techniques or frameworks through research, adoption and/or improvements to measurably impact customer experience/engagement.

Loyalty & Advocacy

The Loyalty & Advocacy category measures a brand's ability to spark authentic loyalty within customers by creating a sense of community between customers, with the end goal of creating organic and measurable brand advocacy.

360-Degree Award (Brand)

The 360-Degree Customer Award is based on an amalgamation of a single brand's respective finishes in the individual or multiple 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 eight 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 client(s) had the best combined performance across all categories. These suppliers will receive points based on where their client(s) 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. Suppliers and partners are able - and encouraged - to submit more than one client for the Loyalty360 Awards.

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-centric strategy is eligible to enter. Brands may submit themselves or 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 their client company participate in the final judging process, Loyalty360 coverage, and ceremony.

International and Global Entries

All companies from around the globe will compete against each other and are eligible to submit for the Loyalty360 Customer Awards.

Entry Fee

To submit, there is a \$199/category entry fee. Entry fees can be paid directly through the Loyalty360 Customer Awards website when registering.

Finalists and Winners

Four finalists will be named in September 2019 for each category. To complete the judging process, the finalists will be invited to Loyalty360's Customer Expo, where each brand will make a short 10 to 15-minute presentation of their entry to the audience. If the brand is not able to attend the event or accept the finalist nomination before the set deadline, an alternate finalist will be named.

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.

All entries should be submitted through the Loyalty360 Customer Awards website. Entries submitted via email will not be accepted.

Submission Content and Completeness

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. These items will only be used if the brand is named a finalist (please email 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.

Failure to submit additional information, as requested and within the requested timeframe, may result in disqualification from the Loyalty360 Customer Awards. If you are selected as a finalist, Loyalty360 will be in touch regarding any additional materials needed.

When submitting responses, be sure to give as much detail as possible when describing the program, strategy or initiative, opportunities, challenges and how success was defined and demonstrated.

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 July 1, 2019 to September 13, 2019.

Finalists will be notified in September 2019.

The Loyalty360 Customer Awards will be presented during Customer Expo in Indianapolis.



Expectations of Finalists and Winners

Finalists are expected to:



Attend Loyalty360's Customer Expo, November 11-13 in Indianapolis (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 Loyalty360's 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.

****For more information including PDF entry forms, pictures from past events and to enter, visit CustomerAwards.org****

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November 11 - 13

JW Marriott Indianapolis | Indianapolis, Indiana

CustomerExpo.com

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