

2023 Loyalty360 Awards – Categories and Questions

Contact Information:

- Contact Information for Submitter and Brand
 - Contact Name:
 - Job Title:
 - Phone:
 - Email:
 - Brand Website (and Supplier/Partner Website, if applicable):

Categories and Questions:

All Categories:

- Please provide a brief overview of your company and the strategy, program, initiative, campaign, etc., you are nominating for the 2023 Loyalty360 Awards. (300-word limit)
- Why do you believe this submission should be recognized as a finalist for the 2023 Loyalty360 Awards? (300-word limit)

B2B Customer Loyalty:

- Please describe the brand's B2B customer loyalty program/strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How is the brand's B2B customer loyalty program/strategy innovative? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provides a competitive advantage for the brand. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's B2B customer loyalty program/strategy has helped the brand increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence about the strengths of the brand's B2B customer loyalty program/strategy and how it supports the brand's overall customer loyalty goals. (350-word limit)

Brand-to-Brand Program Partnerships:

- Please describe the brand's brand partnership(s) strategy/initiatives and how they fit into the loyalty program or strategy. Include information about how collaborating with another brand (or brands) helps the company achieve its customer loyalty goals. (350-word limit)
- How is the brand's partnership strategy innovative? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provides a competitive advantage. (350-word limit)

- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's partnership(s) has helped increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's program partnership strategy/initiatives and how it supports overall customer loyalty goals. (350-word limit)

Corporate Social Responsibility and Loyalty:

- Please describe the brand's corporate social responsibility strategy/initiatives. Focus on the overall goals of the loyalty program or strategy, including how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How are the brand's corporate social responsibility initiatives innovative? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's corporate social responsibility initiatives have helped increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's corporate social responsibility initiatives and how it supports the overall customer loyalty goals. (350-word limit)

Creative Campaign and Communications:

- Please describe the brand's creative campaign(s). Focus on the campaign's overall goals, including how it helps the brand build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- What makes the campaign genuinely innovative, creative, memorable, and differentiated? List ways in which the campaign includes practices that are new, creative, original, forward-thinking, measurable and/or provide a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence that the campaign has led to an increase in loyal customers or helped the company achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the campaign's strengths and how it supports the brand's overall customer loyalty goals. (350-word limit)

Customer Analytics, Insights, and Metrics:

- Please describe the brand's customer analytics, insights, and metrics strategy. Focus on the overall goals of the strategy, including how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)

- How does the brand's customer insights and data strategy demonstrate an innovative approach? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's customer insights and metrics strategy has helped increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's customer insights and metrics strategy and how it supports the overall customer loyalty goals. (350-word limit)

Customer Loyalty Innovation and Transformation:

- Describe the brand's loyalty launch (or re-launch) and its impact on the overall customer loyalty strategy. Focus on how the loyalty launch (or re-launch) came to be, what enhancements, additions, or changes were made, and how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's loyalty launch (or re-launch) demonstrate an innovative, creative, original, and forward-thinking approach? How does the strategy or program give the brand a competitive advantage and/or stand out from competitors? (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show how the brand's loyalty launch (or re-launch) has led to an increase in loyal customers or helped achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of how the brand's loyalty launch (or re-launch) supports the brand's overall customer loyalty goals. (350-word limit)

Customer Loyalty Strategy:

- Please describe the brand's customer loyalty strategy. Focus on the overall goals of the strategy, including how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's customer loyalty strategy demonstrate an innovative approach? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable, and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's customer loyalty strategy has helped increase or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's customer loyalty strategy and how it supports the overall customer loyalty goals. (350-word limit)

Offer, Incentive, and Reward Design:

- Please describe the brand's offer, incentive, and reward strategy. Focus on the overall goals of the strategy, including how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's offer, incentive, and reward strategy demonstrate an innovative approach? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable, and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's incentive and reward strategy has helped increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's incentive and reward strategy and how it supports the overall customer loyalty goals. (350-word limit)

Loyalty Program Design:

- Please describe the brand's loyalty program design. Focus on the overall goals of the strategy, including how it helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's loyalty program design demonstrate an innovative approach? List ways the strategy/initiative is new, creative, original, forward-thinking, measurable, and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's loyalty program design has helped increase or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's loyalty program design and how it supports the overall customer loyalty goals. (350-word limit)

Customer Experience Strategy:

- Please describe the brand's customer experience strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's customer experience strategy demonstrate an innovative approach? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable, and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the brand's customer experience strategy has helped increase customer loyalty or achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's customer experience strategy and how it supports the overall customer loyalty goals. (350-word limit)

Employee Engagement and Impact:

- Please describe the brand's employee engagement strategy. Focus on how the brand's strategy creates alignment, has developed an engaged workforce, fostered employee loyalty, and moved the brand toward its shared goals. (350-word limit)
- How does the brand's employee engagement strategy demonstrate an approach that is innovative? Please list ways in which the approach is new, creative, original, forward-thinking and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the employee engagement strategy has helped build customer loyalty and/or achieve its goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the strengths of the brand's employee engagement strategy and how it supports the overall customer loyalty goals. (350-word limit)

Technology and Trends:

- Describe the brand's use of new technology/techniques and the impacts on the brand's overall customer loyalty strategy. Focus on how the use of new technologies helps build customer loyalty and/or achieve its customer loyalty goals. (350-word limit)
- How does the brand's use of technology demonstrate an approach that is innovative? Please list ways in which the approach is new, creative, original, forward-thinking and/or provides a competitive advantage. (350-word limit)
- Please share 1-to-3 quantifiable metrics or objective evidence to show that the use of technology has led to an increase in loyal customers or helped achieve goals related to customer loyalty. (350-word limit)
- Please share 1-to-3 pieces of qualitative evidence of the brand's use of new technology or capabilities and how it supports the overall customer loyalty goals. (350-word limit)