Contact Information
Please verify the following information:

	*First Name:	[ ]	
	*Last Name:	[ ]	
	*Title:	[ ]	
	*Company:	[ ]	
	*Email Address:	[ ]	
	*Work Phone:	[ ]	
All fields with an asterisk (*) are required.			

Company and Nomination Information
Please answer the questions below about the company or brand you are nominating. All information submitted will be treated with confidentiality and will be presented to judges in a blind manner.

*1. The brand I am nominating is (provide brand or company name):(*Required)

*2. I am a vendor or partner submitting on behalf of the brand being nominated?(*Required)
Select one.

○	Yes	(Answer question number 2.1, 2.2.)
○	No	

*2.1 As a third-party submitting on behalf of a partner company, I agree to the following: 1. The partner company or brand must be aware of and in agreement with participation. 2. If named a finalist, a representative from the partner company will participate in the final judging process and ceremony.(*Required)	
Select one.	
○	Yes, I agree
○	No

2.2 Please provide contact information for the brand you are nominating: (failure to provide accurate contact information may result in disqualification)	
	Info
Name of contact person at partner company:	
Title:	
Email:	
Phone:	

*3. Please provide a brief summary of the company you are nominating for this award, including relevant products & services, size, and customers, to potentially be used on our website and print materials. (limit 1000 characters)(*Required)

*4. Please select the categories you plan to enter:(*Required)	
Select all that apply.	
☐	Awareness & Acquisition
☐	Customer Engagement & Experience
☐	Loyalty & Advocacy
☐	Customer Insights
☐	Brand Messaging & Communication
☐	Experience & Design Innovation
☐	Customer Centric Culture
☐	Brand Collaboration
☐	Employee Impact

Awareness & Acquisition
The Awareness & 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.

5. Describe the company's awareness and acquisition strategy. Focus on how the company creates interest with prospective customers, utilizes unique marketing strategies, and/or creates awareness for their product offering via data, channel, and the leveraging of new technologies (limit 2400 characters)

6. How does the company's awareness and acquisition strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

7. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's awareness & acquisition strategy has helped the company foster stronger & deeper relationships with its customers (limit 2400 characters)

8. Please share one to three qualitative pieces that speak to the strengths of the company's awareness & acquisition strategy and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

9. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

10. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Customer Awards ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.

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.

11. Please describe the company's customer experience and engagement strategy. Focus on the company's mission statement, CX mechanics, program strategy definition, new technologies leveraged, and/or ease of use (limit 2400 characters)

12. How does the company's customer experience and engagement strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

13. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the customer experience and engagement strategy has helped the company build stronger & deeper relationships with their customers (limit 2400 characters)

14. Please share one to three qualitative pieces that speak to the strengths of the company's customer experience & engagement strategies and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

15. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2,400 characters)

16. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Customer Awards ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.

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

17. Please describe the company's loyalty and/or advocacy strategy. Focus on the company's program goals & objectives, brand alignment, behavioral levers, how they are leveraging new technologies and/or partners & alliances (limit 2400 characters)

18. How does the company's loyalty and/or advocacy strategy demonstrate an innovative approach? List the ways in which the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

19. Please describe one to three quantifiable metrics or pieces of objective evidence to show that the loyalty and/or advocacy strategy has helped the company build stronger & deeper relationships with their customers (limit 2400 characters)

20. Please share one to three qualitative pieces that speak to the strengths of the company's loyalty and/or advocacy efforts and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

21. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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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.

23. Please describe the customer insights initiative, strategy, program, or capability that you are nominating. Focus on how the brand uses systems & technology, data governance and/or using data across the enterprise (limit 2400 characters)

24. How does the company's customer insights strategy demonstrate an innovative approach? List the ways in which the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

25. Please describe one to three quantifiable metrics or objective evidence to show that customer insights are being used to help the organization build stronger & deeper relationships with their customer (limit 2400 characters)

26. Please share one to three qualitative pieces that speak to the strengths of the brand's customer insight strategy and that it helps the organization build stronger & deeper relationships with their customer (limit 2400 characters)

27. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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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.

29. Please describe the brand's customer-centric culture, initiative, and/or program that you are nominating. Focus on how the brand's customer-centric culture and initiatives help the organization achieve its customer experience goals and overall business objectives (limit 2400 characters)

30. How does the brand's customer-centric culture demonstrate an innovative approach? List the ways in which the culture is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

31. Please describe one to three quantifiable metrics or objective evidence to show that the brand's operations are being used to build stronger & deeper relationships with their customers (limit 2400 characters)

32. Please share one to three qualitative pieces that speak to the strengths the company's customer-centric culture and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

33. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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Brand Collaboration
A growing number of brands are embracing the idea of partnering with other brands to fully engage their 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 leverage outside brand partnerships to successfully drive loyalty.

35. Please describe the company's brand partnership(s) strategy/initiatives and how collaboration fits into the overall program. Include information about how the collaboration helps the organization reach its customer experience goals and overall business objectives (limit 2400 characters)

36. How does the brand's collaboration strategy show an approach or framework that is innovative? List ways in which the strategy is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

37. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's collaboration strategy has helped the company foster stronger & deeper relationships with their customers (limit 2400 characters)

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

39. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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Experience & Design Innovation

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

41. Please describe the company's use of new technology, techniques or frameworks as a part of the customer experience strategy. Include information about how this initiative helps the organization reach its customer experience goals and overall business objectives (limit 2400 characters)

42. How does the brand's use of new technologies or capabilities innovative? List ways in which the strategy is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

43. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's use of new technologies, techniques, or frameworks have helped the company foster stronger & deeper relationships with their customers (limit 2400 characters)

44. Please share one to three qualitative pieces that speak to the strengths of the company's use of new technologies, techniques, or frameworks, and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

45. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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Brand Messaging & Communication

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

47. Please describe the company's messaging and communications initiatives as a part of the customer experience strategy. Include information about how this initiative helps the organization reach its customer experience goals and overall business objectives (limit 2400 characters)

48. How is the brand's use of messaging & communications innovative? List ways in which the strategy is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

49. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's messaging and communications strategy has helped the company foster stronger & deeper relationships with their customers (limit 2400 characters)

50. Please share one to three qualitative pieces that speak to the strengths the company's messaging and communications strategy and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

51. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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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.

53. Please describe the company's employee training processes fit into the overall customer experience strategy. Include information about how this initiative helps the organization reach its customer experience goals and business objectives (limit 2400 characters)

54. How is the brand's use of employee training and empowerment initiatives innovative? List ways in which the strategy is new, creative, original, forward thinking, measurable, or provides competitive differentiation (limit 2400 characters)

55. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's employee training methods & empowerment strategies have helped the company foster stronger & deeper relationships with their customers (limit 2400 characters)

56. Please share one to three qualitative pieces that speak to the strengths of the company's employee training methods & empowerment strategies and how it has helped the company foster stronger & deeper relationships with customers (limit 2400 characters)

57. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Customer Awards? (limit 2400 characters)

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