



CXA'18
UK Customer Experience Awards

How Entries are Scored

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using the following scoring criteria.

Finalists

The finalists are decided by the shortlisting panel.

There will be between 4 and 9 finalists per category depending on the number and quality of entries. Finalists are scored based on an assessment of the written entry and a presentation to decide the category winners.

Marks

The written entry is assessed online and is worth 50% of the marks.

The presentation is made at the finals and is worth 50% of the marks.

Winners

The winner of each category is the entry with the highest score when combining the scores awarded by the judges for the written entry and the presentation.

For categories with more than 5 finalists there will be a winner, a silver winner and a bronze winner.

There will be an overall winner for the U.K. Customer Experience Awards 2018, which is the entry from all the entries in the sector and discipline categories, with the highest score. There will be an overall silver winner and an overall bronze winner.

If there are sufficient team entries, which is likely, there will be several team categories and therefore an overall team winner. The team categories will be decided by the shortlisting panel.



Scoring Grid

Scoring stages	By whom	Basis of assessment	Outcome	Impact on scoring
1. Shortlist				
Shortlist judging panel 3 – 5 Judges		Written entry Criteria 1 - 9 <i>Summary will be especially important</i>	Shortlist of finalists	Score not carried forward
2. Assessment of the finalists				
Category judging panels 3 – 5 Judges each		Written entry Criteria 1 - 9	Score	50% of weighting of final score for all Categories
Category judging panels 3 – 5 Judges each		Live presentation Criteria 2 - 9	Score	50% of weighting of final score for all Categories

There are a standard set of 9 criteria across all of the categories. There is additional question for Professional of the Year and the Professional Woman of the Year categories. Each criterion has 100 marks available. All 9 criteria will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-9(10) only.

Scoring Guidelines

Rating	Description on of how well the entry meets the criteria	Score available
Outstanding	Compelling, robust, fully evidenced description	80 - 100
Strong	Very good story with some strong evidence	60 - 79
Adequate	Good, well evidenced description	40 - 59
Limited	Some weak areas, would have benefited from more evidence	20 - 39
Weak	Unconvincing, weakly evidenced description	0 - 19

Scoring Criteria

Scoring criteria	Maximum word count
Overall maximum word count allowed is 2000 words including the summary	
The case for recognition	
1. Summary Provide an overview of the entire initiative, capturing the most important information from beginning to end. NB. This will be used for shortlisting Finalists and the scoring of the written entries but is not relevant to Finalist Presentations.	200
The following criteria are relevant to all stages of judging: shortlisting, written entries and finalist presentation. Each criterion requires a compelling, fully evidenced description.	
2. Business strategy What was the background to the initiative? How did it meet the strategic needs of the business?	200
3. Goals and Objectives What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?	200
4. Planning and Preparation What role did planning and preparation play in success? How was the initiative planned and was the plan changed along the way?	200
5. Stakeholder Engagement What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?	200
6. Implementation How was the initiative implemented? Who was involved and how was communication maintained? What measures did you take to ensure the success of the initiative?	300
7. Impacts and Benefits What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?	200
8. Innovation and Creativity What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?	200
9. Lessons learned What went well? What didn't go so well? Explain how the lessons learned during this initiative will assist with future business development.	200
10. Professional Competence * What evidence can be provided that demonstrates why the candidate should win professional of the year? Criteria for professional competence are as follows: <ol style="list-style-type: none"> 1. Doing more than the job requires and contributing to the development of CX. 2. An outstanding positive attitude. 3. Maintaining a credible reputation and respect across the industry. 4. An asset to the team and the business who acts with integrity towards colleagues and towards their work. 5. Flexibility and reliability, this person will never let you down. 	200

* This question is asked on the entry form for the Professional of the Year and the Professional Woman of the Year.