

# iCXA'20<sup>TM</sup>

International Customer Experience Awards

BENCHMARK  
FEEDBACK  
REPORT

## International Customer Experience Awards 2020

Dear Winner/Finalist,

This is your feedback report from the International Customer Experience Awards 2020.

The report includes your scores and judges' comments on both scoring phases:

- Scores and judges' comments on your written entry submission,
- Scores and judges' comments on your presentation on the day of the Awards Finals,
- Scores for each judging criterion,
- Scores and positions relative to the winners (gap scores) and
- Average scores in each category.

We hope you will find the feedback valuable in terms of understanding how well you did and where your project/initiative or written entry/presentation could be further improved.

If you require any further information please do let us know.

After you have read the report we would very much appreciate your feedback so we can continue to improve the format of these reports.

Kind regards

**Marija Prokic**

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## A. How Entries Were Scored

The Screening Panel used the following Judging Criteria when short-listing and scoring Written Entries and Presentations. Each criterion was scored out of 100.

### 1. Summary

An overview of the entire initiative, capturing the most important information from beginning to end.

### 2. Business strategy

What was the background to the initiative? How did it meet the strategic needs of the business?

### 3. Goals and Objectives

What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?

### 4. Planning and Implementation

What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe?

### 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?


### 6. 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?

### 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?

### Scoring Guidelines/Marking Scheme

Rating	Description of how well entry meets criteria	Marks available
Outstanding	Compelling, robust, fully evidenced description	80-100
Strong		60-79
Adequate		40-59
Limited		20-39
Weak	Unconvincing, weakly evidenced description	0-19

## B. How This Report was Generated

### **YOUR SCORES**

All Criteria were marked out of 100 by Category Judging Panels

- Written Entries were scored using criteria 1-7
- Presentations were scored using criteria 2-7

Percentage Scores were generated for

- each Criterion
- totals over all criteria for written entries
- totals over all criteria for presentations

Overall Scores were generated from Written Entry and Presentation scores, allocating equal weighting to each.

### **JUDGES' COMMENTS**

In addition to scoring, Judges were asked to provide feedback comments to Finalists. Most, but not all, Judges provided comments.

Judges' comments for Written Entries were provided online before the Awards Finals, and for Presentations on the day of the Awards Finals.

Individual comments have been consolidated to provide a single piece of feedback for Finalists.

## C. YOUR SCORES

Company Name	[REDACTED]
Category Name	[REDACTED]

Please note all scores relate to this category alone.

All scores are represented as percentages of the totals available for each criterion. Where both Written Entries and Presentation Entries were submitted the overall scores are calculated as weighted averages of the two sets, bearing in mind that Written Entries included an extra Summary criterion.

### TOTAL SCORE

	Written Score	Presentation Score	Overall Score
Your score %	85.83	89.17	87.50
Average score %	74.94	84.04	79.49
Your position	2	1	1
Gap from Highest Score %	0.46	0.00	0.00

### Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	83.20	n/a	83.20
Average score %	73.37	n/a	73.37
Your position	1	n/a	1
Gap from Highest Score %	0.00	n/a	0.00

### Criterion 2. Business strategy

	Written Score	Presentation Score	Overall Score
Your score %	84.80	88.00	86.40
Average score %	75.03	83.86	79.45
Your position	1	2	1
Gap from Highest Score %	0.00	4.20	0.00

### Criterion 3. Goals and Objectives

	Written Score	Presentation Score	Overall Score
Your score %	82.00	88.60	85.30
Average score %	72.73	83.93	78.33
Your position	2	2	1
Gap from Highest Score %	1.40	2.20	0.00



#### **Criterion 4. Planning and Implementation**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	87.80	89.00	88.40
Average score %	73.10	82.09	77.60
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

#### **Criterion 5. Stakeholder Engagement**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	89.00	92.60	90.80
Average score %	76.93	84.34	80.64
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

#### **Criterion 6. Innovation and Creativity**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	86.00	87.80	86.90
Average score %	75.40	84.51	79.95
Your position	2	1	1
Gap from Highest Score %	2.60	0.00	0.00

#### **Criterion 7. Impacts and Benefits**

	<b>Written Score</b>	<b>Presentation Score</b>	<b>Overall Score</b>
Your score %	88.00	89.00	88.50
Average score %	78.03	85.52	81.78
Your position	2	2	2
Gap from Highest Score %	4.00	1.60	0.50

## D. JUDGES' COMMENTS

### **Your Written Entry**

Big Wow! I think I will try to get a job at the company! I really loved how you organized all the CX Pillars and how you value your employees. This is a real customer centricity culture, building the inside first, from which results will naturally come. The program was really well planned, working on every layer of the company. Outstanding, I really loved it.

Congratulations on your delivery over so many cultures and to so many brands. I look forward to hearing your face to face presentation. The main area for improvement was the innovative approach; the programme read so well in totality that it was difficult to identify the standout points!

Thank you for your entry, which was a joy to read! I liked your summary of the initiative, and it seemed to be a complete program for creating a customer centric culture. The reasons for the initiative and alignment with strategic goals were very clear, with a clear overview of the results up to now, both qualitatively and quantitatively. You gave details of stakeholders and how they were involved effectively to reach the goals. The examples given were inspiring and I especially appreciated that top management was involved in this way. It would have been even better to have given an insight on the results reached until now, and whether the NPS has increased, or other results have been reached.

A very well structured entry, with a plethora of data and actions, and a realistic approach of building in phases. You have the right approach in stakeholder engagement, and I loved that you appreciated the fun factor with your people in your initiatives. You provided enough data to support the whole idea.

The strategy, framework and planning details were really impressive. The initiative started in 2019 so the case would be much strengthened by details of its solid impact and benefits, linked to some customer KPIs.

## D. JUDGES' COMMENTS

### **Your Presentation**

I really loved the structure and organization of the CX program. It looked as though everything is in place and the CX team really knows the objectives and where they want to go. Congratulations.

Thanks for your great presentation and congratulations on all the effort spent in your customer-centric transformation program initiative. The program planning and implementation were very concrete in involving all stakeholders top-down and assigning CX ambassadors across functions. I would be really interested to hear more on the model used to build the correlation between NPS and CLV. A pre-post maturity assessment and some competition comparison for pre and post would have been useful. Best regards and good luck with the rest of the transformation program from now on.

Congratulations on the whole idea and plan, which were fresh and to the point. I believe that the meaningful and purpose-driven approach is the key to your success story. Thanks for sharing.

Thank you for your presentation today, which I really enjoyed! I especially appreciated that this seems to be a complete program about your customer-centric culture. You were able to get support from top management, and have set up internally what is necessary, also with a view on what the effects and results should be. I have never before seen any companies or initiatives that have a view of what every step should reach in terms of results, or what an increase in NPS will mean in terms of revenue and customer lifetime, but you have. Really impressive!

An outstanding achievement, delivered across geography, culture, and brands. It was clearly presented and with impressive qualitative and quantitative outcomes. Your written entry and verbal presentations were both easy to follow. I will follow your work in future with great interest!



And finally...

Many thanks again for entering the International Customer Experience Awards 2020. We hope that you have found this feedback useful. Please do get in touch if you have any further questions or we can be of help with anything else.

We look forward to seeing you participating again next year and remember, any feedback on this report would be most welcome.

Kind regards

**Marija Prokic**

Awards Consultant

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