

# CXAXA '19

UK Customer Experience Awards

## Scoring of entries

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

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted finalists who then also make 15-minute presentations to a panel of judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. An overall winner, one across initiative and organisation will be identified from the highest scores overall.

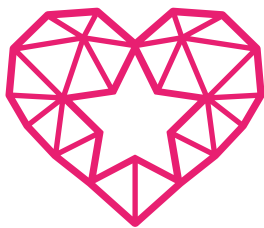
All entrants receive feedback reports to help continuously improve their business performance. Finalists will receive evaluation feedback reports showing their performance vs other finalists, including winners.

## Scoring grid

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

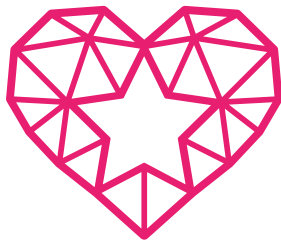
Each criterion has 100 marks available. All 9 criteria will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-9 only.



## Scoring criteria

Scoring criteria	Recommended word count
Overall maximum word count allowed is 2000 words including the summary	
The case for recognition	
<p><b>1. Summary</b>            What are the initiatives objectives? What success measures are to be used?            What are the expected and achieved impacts and benefits?</p> <p>(Provide an overview of the entire initiative, capturing the most important information from beginning to end. Please include elements from the entire entry form including initiative implemented and results achieved)</p>	200
<p><b>The following 8/9 criteria are relevant to all stages of judging: shortlisting written entries and Finalist Presentation. Each criterion requires a compelling, fully evidenced description.</b></p>	
<p><b>2. Business strategy</b>            What was the background to the initiative and why it was undertaken? What strategic needs of the business did it set out to achieve? To what extent did the initiative achieve them?</p>	200
<p><b>3. Goals and Objectives</b>            What were the specific goals and objectives of the initiative? What business benefits did it set out to achieve? At what cost and in what timescales?</p>	200
<p><b>4. Planning and Preparation</b>            What role did planning and preparation play in the initiative's success? How was the initiative initially planned? Did the plan change along the way, and if so how and why?</p>	200
<p><b>5. Stakeholder Engagement</b>            What was the leadership model and who were the relevant contributors to the success of the initiative? How were their needs identified and understood? How were they engaged in the process?</p>	200
<p><b>6. Implementation</b>            How was the initiative implemented? Who was involved and how was communication maintained? What did you do to ensure the initiative's success?</p>	200
<p><b>7. Impacts and Benefits</b>            What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives? Were there any additional unforeseen benefits? (include quantified evidence where applicable)</p>	200
<p><b>8. Innovation and Creativity</b>            What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist? What did these contribute to the initiative's overall success?</p>	200
<p><b>9. Lessons learned</b>            What went well, and why? What didn't go so well, and why? What lessons were learned that might assist future business development of the business?</p>	200
<p><b>10. Professional Competence *</b>            What particular aspects of the initiative demonstrated the candidate's professionalism? What evidence supports this, including the candidate's credibility, positive attitude and doing more than the requirements of the job?</p>	200

\* This question is asked on the entry form for People categories



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## Scoring Guidelines

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