



CXA'20TM

UK Customer Experience Awards

BENCHMARK
FEEDBACK
REPORT



UK Customer Experience Awards 2020

Dear Winner/Finalist,

This is your feedback report from the UK 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,

Kristina Simonovic

Awards Consultant

Awards International

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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	XXXXXXXXXX
Category Name	Customer Experience during the crisis- SME

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 %	78.89	81.00	79.95
Average score %	74.31	78.67	76.49
Your position	2	3	1
Gap from Highest Score %	1.36	2.42	0.00

Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	78.75	n/a	78.75
Average score %	77.11	n/a	77.11
Your position	3	n/a	3
Gap from Highest Score %	2.75	n/a	2.75

Criterion 2. Business strategy

	Written Score	Presentation Score	Overall Score
Your score %	79.00	81.75	80.38
Average score %	70.79	80.57	75.68
Your position	2	3	1
Gap from Highest Score %	2.00	5.50	0.00

Criterion 3. Goals and Objectives

	Written Score	Presentation Score	Overall Score
Your score %	76.50	79.25	77.88
Average score %	70.96	77.07	74.02
Your position	2	4	2
Gap from Highest Score %	4.50	4.25	2.63



Criterion 4. Planning and Implementation

	Written Score	Presentation Score	Overall Score
Your score %	79.50	81.00	80.25
Average score %	74.07	75.39	74.73
Your position	2	1	1
Gap from Highest Score %	1.50	0.00	0.00

Criterion 5. Stakeholder Engagement

	Written Score	Presentation Score	Overall Score
Your score %	80.50	78.25	79.38
Average score %	75.68	78.93	77.30
Your position	2	4	3
Gap from Highest Score %	0.50	8.75	2.13

Criterion 6. Innovation and Creativity

	Written Score	Presentation Score	Overall Score
Your score %	78.00	83.75	80.88
Average score %	73.61	78.54	76.07
Your position	2	2	1
Gap from Highest Score %	0.25	1.25	0.00

Criterion 7. Impacts and Benefits

	Written Score	Presentation Score	Overall Score
Your score %	80.00	82.00	81.00
Average score %	77.96	81.50	79.73
Your position	3	2	2
Gap from Highest Score %	1.25	7.50	2.88



D. JUDGES' COMMENTS

Your Written Entry

The transition from offline to online would have been disruptive so putting customer considerations at the centre of this was great, but more importantly sustainable. It was impressive to see the agile model used to bring employees in to suggest CX improvements during the digital build, launch and refine stages. The voice of the customer wasn't represented throughout; it may be you have some great feedback and sentiments. Without them success is only seen as a Trust Pilot score, or an indication that NPS went up. To include insights to prioritise and shape the CX improvements launched would have been impressive. As well as the demonstration that improvements were brand distinctive to create sustainable competitive advantage. Strong entry, with importance placed on the customer and their changing requirements from Covid-19, and a recognition that if you get this right, you win too.

A nice clear entry, well done.

I enjoyed reading your submission and appreciated the way you brought the story to life with data points, testimonials, and web-links. There is clearly a positive culture at [REDACTED] with some solid values that you refer back to throughout your initiatives. Good to see the innovative approaches used, with an ability to pivot and move out of comfort zones in order to better serve your customers.

D. JUDGES' COMMENTS

Your Presentation

Great testimonials and evident that the support you have given has made a huge impact for others at a terrible time. Clear strategy, goals and outcomes too. The human touch demonstrated in the audio testimonial was very powerful. Well done.

Thank you for a great presentation. I really liked some of the innovative solutions, such as free income insurance. It's clear that your customers really are your focus. Thank you.

A great presentation with good use of video and clear slides containing easy to read information. Pity the sounds quality wasn't great, and I struggled to hear at times. Solid examples of looking after customers so that customers look after your business, and a very clear focus on customer-centricity. I loved the small business support team and offering add-on services to customers helping them navigate through uncharted waters at a difficult time.

This was a very well presented presentation. It was great to see [redacted] supporting the customer centric approach. It was clear that [redacted] are service orientated in the way points were discussed. The types of human interaction and the development of the website were clearly new to the team, but they are growing into them well. I was also impressed to see the realism regarding price and product reflected as part of the experience. These are still a part of the customer's overall decision making. Decisions made are clearly having knock-on effects to your process, capabilities and revenue/profit impact. It would have been great to see an overarching CX strategy in place to highlight how it is an on-going strategy, with Covid-19 just being a disruptor to force acceleration. There is much potential for [redacted] in demonstrating growth and incremental return from CX, so I anticipate seeing more success in the future.



And finally...

Many thanks again for entering the UK 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,

Kristina Simonovic

Awards Consultant

Awards International

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