



# Gulf Customer Experience Awards

See our website for more information: [www.GulfCXAwards.com](http://www.GulfCXAwards.com)

Alternatively contact Dana Bousaleh on [dana@awardsinternational.ae](mailto:dana@awardsinternational.ae) or call 00971 56 130 9800.

## CATEGORIES – MAKING A CHOICE

### WHAT WE'RE LOOKING FOR

We're looking for you to say to our Judging Panels that *"We implemented a great initiative that has enhanced our customers' experience and our organisation's results - here's the proof and we deserve recognition for it!"*

A "great initiative" might be a project, or group of projects or a broader business initiative that maybe took place over a longer period of time, not necessarily in a defined project timeframe. It should be something that resulted in a great customer experience (or improvement in customer experience) whilst also benefiting the organisation.

### THE CATEGORIES

- There are 39 Categories divided into 12 Sector Categories and 9 other Discipline Specific and People Specific Categories with 13 categories designated to digital channels and media at the Gulf Digital Experience Awards as well as 5 categories at the Gulf Employee Experience Awards.
- The scoring criteria for all Categories are the same - although the content of Entries will need to be amended to fit the context of the Category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint.
- Please therefore be mindful that, because telling the story in the context of the Category entered is important, if you make multiple Entries, you probably won't just be able to "cut and paste" the content.
- "Overall Best Customer Experience of the Year" and "Overall Best Digital Experience of the Year" and "Overall Best Employee Experience of the Year" will be awarded to the highest scoring Entries in each Awards.

### GUIDANCE ON CHOOSING A CATEGORY (IES)

#### Consider the Sector Specific Categories

- Every company should think about making an Entry into one of these!
- Choose the Category which seems to fit best.
- Don't get too hung up on whether there is an exact fit between the initiative and name of the Category. Entries will be judged on the initiative submitted, not the degree to which they fit with the Category name (but obviously there needs to be some link between the initiative and the broad meaning of the Category title).

#### Consider the Discipline Specific Categories

- Depending on the initiative, either one or more of these Categories might well be a good fit.
- Choose the Category which seems to fit best.
- Don't get too hung up on whether the Category sounds an exact fit, so long as the broad meaning of the Category title resonates in some way with the initiative being entered.

#### Consider the People Specific Categories

- These Categories in particular require you to mould your entry to the particular context of the Category.
- Choose the Category which seems to fit best.
- Across all the People Specific Categories we are looking for "great initiatives" that impacted both the customer experience and the organisation – however the angle that the story is told is likely to be different from the Sector or Discipline Specific Categories. For example, the story might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver a great customer experience that helped the business too.



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## LIST OF CATEGORIES

Sector Specific	Discipline Specific
<p><b>Automotive, Travel and Transport</b> <i>Air travel, car dealership, car hire, repair, roadside assistance, car servicing, logistics, delivery services</i></p> <p><b>Financial/Insurance Services: Banking and Investment</b> <i>Any type of banking and/or investment services including credit card companies and investment funds including Any type of insurance provision including home, life, business, car</i></p> <p><b>Professional Services</b> <i>Accountants, consultancy, business support, Professional, Scientific and Technical activities</i></p> <p><b>Retail</b> <i>Restaurants, retailers, Logistics, delivery services, consumer services, Clothes, food, books, DVDs, gifts and any other retail products, Fine dining, fast food</i></p> <p><b>Hospitality, Leisure &amp; Entertainment</b> <i>Hotels, holidays, cinemas, gyms, ticketing and any other providers of related services, Travel Agencies, Tour Operators and Visitor Attractions in the Hospitality, Leisure and Entertainment industry</i></p> <p><b>Trade Shows and Exhibitions</b> <i>Delivery of a great Customer Experience in the exhibition, trade show and event industry</i></p>	<p><b>Contact Centre</b> <i>Any type of contact centre</i></p> <p><b>Client Relationship Management</b> <i>Using CRM and/or related CRM technology to deliver great customer experience</i></p> <p><b>Insight &amp; Feedback</b> <i>Listening to customers and making high impact use of the knowledge gleaned, providing customer insight gathering and sharing services</i></p> <p><b>Social Media &amp; Email</b> <i>Using individual or a mix of the channels available - Facebook, Twitter, Linked In, Google+</i></p> <p><b>Business Change or Transformation</b> <i>Delivery of a great Customer Experience through change or transformation of the organisation</i></p> <p><b>New Product, Product Improvement</b> <i>Delivery of a great Customer Experience through change or addition to product</i></p>
<p><b>Government Services</b> <i>Healthcare services, policing, public information, local service, public sector</i></p> <p><b>Energy and Manufacturing</b> <i>Oil and gas, construction, energy and manufacturing companies</i></p> <p><b>SME</b> <i>Medium, Small &amp; Micro Organisations</i></p> <p><b>Technology and Telecoms</b> <i>Provision of software or hardware, online or offline, B2B or B2C, Telecommunications companies, mobile and internet service providers</i></p> <p><b>Media, Publishing &amp; Education</b> <i>Provision of books, magazines, publications, newspaper, learning and other media.</i></p> <p><b>Wellbeing &amp; Health</b> <i>Healthcare equipment &amp; supplies, Healthcare providers &amp; services, Pharmaceuticals, Biotechnology &amp; Medical Research, Medical &amp; Dental practice, Nutritionists &amp; Dieticians, Alternative Medicine</i></p>	<p><b>People Specific</b></p> <p><b>Customer Experience Professional</b> <i>Who has identified and responded to an opportunity resulting in significant impact on customer experience and as a result, the organisation</i></p> <p><b>Customer Experience Professional Woman</b> <i>Who has identified and responded to an opportunity resulting in significant impact on customer experience and as a result, the organisation</i></p> <p><b>Customer Experience Team</b> <i>That has identified and responded to an opportunity resulting in significant impact on customer experience and as a result, the organisation</i></p>



**GULF DIGITAL  
EXPERIENCE AWARDS**

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The Gulf Digital Experience Awards recognise the delivery of an exceptional customer experience through digital channels and media.

Due to Digital having an increasing relevance in the Gulf, the **Digital Experience Awards** have been designed to give the digital arena the recognition it deserves and give YOU the opportunity to showcase all the amazing things you are doing to deliver exceptional customer experiences.

**Consider the Digital Experience Awards**

- Choose the Category which seems to fit best.
- Don't get too hung up on whether the Category sounds an exact fit, so long as the broad meaning of the Category title resonates in some way with the initiative being entered.

<b>Digital Experience Awards Categories</b>	
<p><b>Best Government use of Digital</b> <i>Government agency which delivers the best digital experience</i></p> <p><b>Best Application</b> <i>From Apps for public use to more complex applications for commercial use</i></p> <p><b>Best Integrated Approach</b> <i>Using a mix of digital channels – mobile, social media</i></p> <p><b>Best Internal Use of Digital</b> <i>Improving employee experience via digital e.g. intranet, using digital to help employees better deliver customer experience</i></p> <p><b>Best Use of Mobile</b> <i>Using phone, tablet</i></p> <p><b>Best Use of SEO</b> <i>Optimising online presence/search</i></p> <p><b>Digital Strategy</b> <i>That implemented an effective digital strategy that lead to positive business results</i></p> <p><b>Digital Pioneer</b> <i>Early adopter of digital media for internal or external use which lead to positive business results</i></p> <p><b>SME Use of Digital</b> <i>Medium, Small &amp; Micro Organisations that delivers the best digital experience</i></p> <p><b>Digital Agency</b> <i>That delivers the best digital experience or improvement in digital experience or helps others do this</i></p>	<p><b>Digital Experience Professional</b> <i>Who has identified and responded to an opportunity that has resulted in significant impact on digital experience and as a result, the organisation</i></p> <p><b>Digital Experience Professional Woman</b> <i>Who has identified and responded to an opportunity that has resulted in significant impact on digital experience and as a result, the organisation</i></p> <p><b>Digital Team</b> <i>That has identified and responded to an opportunity that has resulted in significant impact on digital experience and as a result, the organisation</i></p>



# GULF EMPLOYEE EXPERIENCE AWARDS 2016

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The Gulf Employee Experience Awards recognise the hard work, leadership and focus that goes on behind the scenes, out of customers' view, to ensure not only great customer experience but great business results too.

The Gulf Employee Experience Awards are designed to help employees get recognised, engage them and to ultimately help them succeed.

### **Consider the Employee Experience Awards**

- Choose the Category which seems to fit best.
- Don't get too hung up on whether the Category sounds an exact fit, so long as the broad meaning of the Category title resonates in some way with the initiative being entered.

### **Employee Experience Awards Categories**

#### **Employee Engagement**

Engaging employees to deliver great Employee Experience and consequently business results

#### **Employee Insight and Feedback**

Listening to employees, making high impact use of the knowledge gleaned to deliver great Employee Experience

#### **Nationalisation (eg Emiratisation, Saudization, Omanisation)**

Initiative to employ Gulf citizens in a meaningful and efficient manner

#### **HR Team of the Year**

*That has led, coordinated &/or delivered a great Employee Experience*

#### **Inspiring Leader of the Year**

*Who has delivered great Employee Experience by leading from the front – from the most junior staff to the owner of the company, from HR/L&D professional to consultant*