



GCXA'21TM

Gulf Customer Experience Awards

BENCHMARK
FEEDBACK
REPORT



Gulf Customer Experience Awards 2021

Dear Winner/Finalist,

This is your feedback report from the Gulf Customer Experience Awards 2021.

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

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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. Impact 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 %	63.68	49.29	56.49
Average score %	71.29	61.78	66.53
Your position	4	4	4
Gap from Highest Score %	23.71	29.83	26.77

Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	67.25	n/a	67.25
Average score %	77.60	n/a	77.60
Your position	4	n/a	4
Gap from Highest Score %	24.75	n/a	24.75

Criterion 2. Business Strategy

	Written Score	Presentation Score	Overall Score
Your score %	65.25	54.00	59.63
Average score %	74.25	62.90	68.58
Your position	4	4	4
Gap from Highest Score %	24.25	29.50	26.88

Criterion 3. Goals and Objectives

	Written Score	Presentation Score	Overall Score
Your score %	57.50	48.50	53.00
Average score %	70.10	61.85	65.98
Your position	4	4	4
Gap from Highest Score %	33.00	37.00	35.00



Criterion 4. Planning and Implementation

	Written Score	Presentation Score	Overall Score
Your score %	62.25	52.50	57.38
Average score %	66.10	61.00	63.55
Your position	4	4	4
Gap from Highest Score %	19.25	25.25	22.25

Criterion 5. Stakeholder Engagement

	Written Score	Presentation Score	Overall Score
Your score %	75.50	45.25	60.38
Average score %	69.75	61.60	65.68
Your position	3	4	4
Gap from Highest Score %	9.50	32.50	20.13

Criterion 6. Innovation and Creativity

	Written Score	Presentation Score	Overall Score
Your score %	55.00	44.25	49.63
Average score %	70.80	58.30	64.55
Your position	5	4	4
Gap from Highest Score %	33.00	33.75	33.38

Criterion 7. Impacts and Benefits

	Written Score	Presentation Score	Overall Score
Your score %	63.00	51.25	57.13
Average score %	70.45	65.00	67.73
Your position	4	4	4
Gap from Highest Score %	26.25	36.50	28.13



D. JUDGES' COMMENTS

Your Written Entry

Some great work was done in providing your customers with high quality insights and data analytics. The importance of having good and highly impactful initiatives is something that any company needs to focus on, especially when trying to achieve customer happiness. But business-as-usual practices need to be at the heart of what's being done, as well as always keeping an eye out for constant innovation and improvement. I suggest you also work on having better focused attempts to improve ways of reaching out to customers, along with providing distinctive offerings to them.

I enjoyed reading this submission, and was very happy to see a customer-centric approach being used in a lot of the initiatives. I would have loved to see more details though, with some numbers. You described an excellent approach regarding evaluation and analysis leading to improvements. The Innovation & Creativity needed to have included more on creative aspects of the initiative, and I'd been looking forward to seeing what was unique and how that contributed to the overall success. The response on the resulting Business Impact did not have any strong supporting evidence, and would have ideally wanted to see numbers stating what the impact had been. The graph for revenue collected showed it to be below target but the narrative said the revenue was overachieved; but glad to see that the VOC/CSAT targets had been achieved with the initiatives taken. It was also good to read about the leadership model adopted and the organizational culture. Overall this was a good entry though missing details and supporting evidence in some sections. As a point, some of the responses seemed to miss the mark and didn't appear to be appropriate for the questions being asked.

This was a very good submission with some very nice results. I would like to have seen more in the Planning and Implementation section with regard to targets, budgets and timeframes. I also felt there was an opportunity to provide more information and elaboration regarding innovation and creativity. Overall it was very good to see the upturn in results from your initiative, based on the nature of your business.



D. JUDGES' COMMENTS

Your Presentation

The presentation illustrated how [REDACTED] works well with its customers to promote its sales and profit, but there needed to be some mention of customers and their proactive relationship improvement. The ability to have a balanced delivery of the business between customers and partners is a critical issue to focus on.

Thanks for your effort, but next time you will need to provide us with initiatives for developing types of journey that make your customers happier than before.

A very interesting presentation by [REDACTED]. The PowerPoint presentation was detailed but needed to say more about customer happiness. I was keen to look at the number of transactions related to NPS or CSAT and was astonished to see that yearly surveys are pushed out to clients, thereby making it really difficult to make immediate amendments. The response for Innovation & Creativity should have included more about the creative bit, and I was looking forward to what was unique about the initiative and how that helped its overall success. The response on the resulting impact for the business did not have any strong supporting evidence, and I would have ideally wanted to see numbers stating what it was. Glad to see that the VOC/CSAT was achieved with the initiatives taken, and hiring of Client Experience manager. I was glad to read about the leadership model adopted and the organizational culture. Overall this was a good entry though needing details and supporting evidence for a few sections. Some of them missed the mark so perhaps look more carefully at what was requested.

This was an interesting presentation given the nature of the business and this category title. I felt there was a lot information regarding the company background and the services you generally provide, but needing more focus on how you differentiate yourself from your competition; more segmented CSAT scores would have added greater value. A highlight was the work you have done with regard to offering you customers access to data free of charge, compared with the competition. Overall however this was very insightful and it was very good to have the presentation being done by someone who understands the business so well. I would encourage future submissions and believe that you are on the right path for proving how you stand-out in your industry when it comes to customer happiness.



And finally...

Many thanks again for entering the Gulf Customer Experience Awards 2021. 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

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