



See our website for more detailed information: www.gulfcxawards.com
Please feel free to contact Mark Hamill on mark@awardsinternational.ae

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 pre-determined criteria, with written entries being used to provide short listed 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 Customer Experience will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously improve delivery of their Customer Experience.

Finalists will receive benchmarked reports showing their performance vs other Finalists, including Winners. Non-Finalists will receive a constructive written critique of their Entry.

Scoring Grid

Scoring Stages	Who	Basis of Assessment	Outcome	Impact on Scoring
1. Short Listing				
	Short-Listing Panel 3-5 people	Written Entry Criteria 1-7 <i>Summary will be especially important</i>	Short-List of Finalists	Scoring not carried forward
2. Assessment of Finalists				
	Category Judging Panels 3-5 people each	Written Entry Criteria 1-7	Score	50% of weighting of final score for all Categories
	Category Judging Panels 3-5 people each	Live Presentation Criteria 2-7	Score	50% of weighting of final score for all Categories

There are a standard set of 7 Criteria across all of the Categories. Each Criterion has 100 marks available. All 7 criteria will be used for both the Short Listing of Finalists (by the Screening Panel) and for scoring written entries by the Finalist Judging Panel. Finalist presentations will be scored against criteria 2-6 only.



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Scoring Criteria		Marks Available
Overall Maximum Word Count Allowed = 2000 words including the summary		
THE CASE FOR RECOGNITION		
1. Summary An overview of the initiative that provides a robust, thorough and compelling argument for why this entry deserves recognition (elements of the other 6 criteria should be included). 200 words max <i>NB will be used for short listing Finalists and the scoring of the written entries but is not relevant to Finalist Presentations.</i>		100
The following criteria are relevant to all stages of judging: short listing, written entries and Finalist Presentation Each criterion requires a compelling, fully evidenced description.		
THE DRIVERS FOR CHANGE		
2. Business Rationale & Context The drivers and targeted business benefits/aims that provided the rationale and context for the initiative		100
3. Strategic Planning and Involvement of Key Stakeholders The Strategic Plan was designed with clear insight as to how to meet business needs, including details on employee/stakeholders engagement as appropriate.		100
HOW THE CHANGE WAS ACHIEVED*		
4. Innovative and Creative Solution The solution to the identified customer need, how it was developed and what made it innovative and creative as an initiative.		100
5. Effective Implementation The implementation of the solution and what made it effective, including customer engagement and management of time and budget.		100
THE CHANGE ACHIEVED*		
6. The Outstanding Customer Experience Delivered The resultant outstanding customer/digital/employee experience or change in customer experience delivered.		100
7. Business Impact and Results Achieved The resultant impact on business performance and results - linking with original targeted benefits/aims.		100

* Please describe from the perspective relevant to the category entered i.e. organisation, team or individual.



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Individual Categories Scoring

Scoring Criteria Overall Maximum Word Count Allowed = 2000 words including the summary	Marks Available
1. Summary Please provide an overview of the individual that provides a robust, thorough and compelling argument for why this Individual deserves recognition (elements of the other 6 criteria should be included). Fill this at the end once you have completed criteria 2 to 7. 200 words max	100
2. Focus on Employees Please describe how the individual has shown a focus on the development of the organization's people.	100
3. Communication of company strategy and values Please describe how the individual clearly communicated and achieved adoption from the employees of the company strategy and values.	100
4. Implementation of projects/initiatives Please describe how the individual has shown effective implementation of projects/initiatives. This should include the management of time and budget made available.	100
5. Innovation and Creativity Please describe how the individual met the business strategy with details as to what made it innovative and creative.	100
6. Growth and achievement of business goals Please describe how the individual met business goals and achieved growth for the organization.	100
7. Social and environmental responsibility Please describe examples of how the individual has been involved in socially and environmentally responsible initiatives and campaigns.	100

* Please describe from the perspective relevant to the category entered i.e. organisation, team or individual.

Scoring Guidelines

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