**Customer Experience Awards**

**OVERVIEW**

This Overview document describes how the questions are formatted and are to be scored. This information will guide you in how best to construct your answers. The application is in a separate document so you can easily refer to this overview while working on your application.

The application questions are presented in seven categories, six related to processes used to deliver the customer experience (see Table 1 for a listing of the six process categories) and one category related to results you are achieving that indicate you are meeting or exceeding customer expectations, satisfying customers and building loyalty.

The six process categories make up 70% of the award scoring while the results category makes up the remaining 30%. There are 8 required questions and 2 optional questions in Categories 1 through 6. In Category 7, there are 2 required questions and 3 optional questions. This is summarized in Table 1.

Please try to answer each of the required questions but don’t worry if you don’t have answers to every question. One of the benefits of the application and evaluation process is that you will discover opportunities to further improve your performance. The optional questions are included as a means to allow mature organizations to more fully describe their organizational processes and differentiate themselves from others.

**Number of questions for Customer Experience Award**

Table 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **# Required** | **# Optional** | **Total #** |
| 1: Customer Experience Strategy | 2 | 0 | 2 |
| 2: Voice of the Customer | 2 | 0 | 2 |
| 3: Metrics, Measurement & ROI | 1 | 1 | 2 |
| 4: Customer Experience Design & Improvement | 1 | 1 | 2 |
| 5: Organizational Adoption & Accountability | 1 | 0 | 1 |
| 6: Customer-centric Culture | 1 | 0 | 1 |
|  | 8  | 2 | 10 |
| 7: Customer Experience Results | 2 | 3 | 5 |

The questions are open-ended. You are asked to describe how the organization performs and delivers its results. Diagrams, charts, graphs, flow charts and other visuals are encouraged if they help supplement the narrative and display results.

The scoring levels are shown in Table 2, illustrating how higher scores will be awarded when the team’s plan and results are defined, deployed and achieved.

Table 2

|  |  |
| --- | --- |
| Scoring Level | Process Guidelines |
| 1 | Some Required Items are described and well deployed |
| 2 | All Required Items are described and well deployed |
| 3 | Above, and all Required Items have a process for improvement |
| 4 | Above, plus Optional Items are described and well deployed |

Similarly, each section of the results category will be scored on a scale of 1-4. As shown in Table 3, higher scores will be awarded when more required and optional items are improving and are at goal or benchmark level.

Table 3

|  |  |
| --- | --- |
| Scoring Level | Results Guidelines |
| 1 | Results are shown for all Required items using charts and graphs |
| 2 | Above, and most Required results show improvement trends over 4 most recent time periods relative to baseline performance |
| 3 | Above, and some Required results are at or above goal or benchmark/regulatory level over 4 most recent time periods |
| 4 | Above, plus Optional results show improvement trends over 4 most recent time periods and some are at or above goal or benchmark/regulatory level over that same time period |

**APPLICATION**

The questions in each category are found in the **GRQC Customer Experience Awards Application**, with space for you to enter your responses and insert relevant charts and graphs. Each question and section has a content box where you can enter your answers. The box expands as you add text. Please try to limit text responses to approximately 400 words or less.

Enter concise descriptions of customer experience processes and results achieved versus goals and benchmarks.