Welcome to the GRQC Customer Experience Award application! By virtue of your pursuit of this award, you are demonstrating your commitment to focusing on continuous improvement and achieving excellence in how you treat your customers, meet their needs and create a great customer experience. For additional information and support while completing this application, please refer to the GRQC ***Customer Experience Award Overview*** document.

*Tip: Download this application file and save it under a new name. Send the completed file to* [*awards@grqc.org*](mailto:xxxx@grqc.com).

**Organization Profile**

Please provide a brief overview of your organization by completing the following:

|  |  |
| --- | --- |
| Official Organization Name: | |
| *Type the organization name here* | |
| Project Title: | |
| *This is the name that would be printed on an award (maximum character limit: 90)* | |
| Department Name: | |
| *Type department name if applicable* | |
| Application Contact Information  *Primary point of contact for application* | Name:  Email:  Phone: |
| Video Spokesperson Information  *Contact for video content if a showcase video is created* | Name:  Email:  Phone: |

**Organization Profile (continued)**

|  |  |
| --- | --- |
| Organization Sector | Check one  Not for Profit  Business  Healthcare  Government  Education |
| Organization website (URL): | |
| *Type the organization website URL here* | |
| Is your application on behalf of your entire organization or a subset within your organization (e.g., a business unit, department, ward, floor, grade, building, plant, region, subsidiary, etc.)? Please explain the key management links if the applicant organization is part of a larger parent organization. | |
|  | |
| Applicant organization description (please provide a brief description of the applicant organization’s employee base, locations, products and services, customers and, if applicable, the regulatory environment under which you operate). | |
|  | |
| Organization logo jpg  Please attach jpg file of organization logo in both color and black & white. Logo will be used for showcase presentations and marketing. | |
|  | |

**Application Questions**

As described in the overview,

the application questions are organized in seven categories. Six (6) of these categories focus on the processes used to deliver the customer experience (see Table 1 for a detailed listing of the six process categories). The seventh category focuses on the results you are achieving, which demonstrate how well you are meeting or exceeding customer expectations, satisfying customers, and building loyalty.

1. **Customer Experience Strategy**

1.1 Describe (1) the **vision** of the experience that you seek to create in support of your brand’s values and (2) your customer experience **strategy**, including linkage to customer experience activities, resources and investments.

Click or tap here to enter text.

1.2 Describe how you communicate that vision and strategy to all employees and your customers.

Click or tap here to enter text.

**2.0 Voice of the Customer: Customer Insight and Understanding**

2.1 How do you gather requirements and gain insights into your current and potential customers’ needs, wants, perceptions and preferences?

Click or tap here to enter text.

2.2 How do you use these customer insights to shape your products and services and your customer relationships, support services and transactions?

Click or tap here to enter text.

**3.0** **Metrics, Measurement and ROI**

3.1 What are your key measures or indicators of customer experience success? How do you develop and report them in your organization?

Click or tap here to enter text.

**Optional:**

3.2 How do you use the measures to quantify ROI and the impact of a customer experience on your organization’s results?

Click or tap here to enter text.

**4.0** **Customer Experience Design, Improvement and Innovation**

4.1 Describe how you continuously improve, design and differentiate customer experiences. How do you use your customer experience data to create better customer experiences?

Click or tap here to enter text.

**Optional:**

4.2 How do you manage and resolve customer complaints promptly and effectively?

Click or tap here to enter text.

**5.0** **Organizational Adoption and Accountability**

5.1 How do you develop cross-organizational customer experience accountability from the senior leadership to the front line?

Click or tap here to enter text.

**6.0 Customer-Centric Culture**

6.1 How do you create and sustain a customer-centric culture, through behaviors, practices and standards that encourages all employees to focus on delivering outstanding customer experiences?

Click or tap here to enter text.

**7.0 Customer Experience Results**

7.1 What are the results for your key measures or indicators of customer experience?

Click or tap here to enter text.

7.2 If available, include your measures of customer loyalty, such as likelihood to continue doing business with and likeliness to recommend your organization to others.

Click or tap here to enter text.

**Optional:**

If available, also include:

7.2a Results for levels of customer engagement, including those for building customer relationships? (e.g., focus groups, ethnography).

Click or tap here to enter text.

7.2b Customer satisfaction result comparisons over the course of your customer life cycle.

Click or tap here to enter text.

7.2c How results differ by your product/service offerings, customer groups, and market segments, as appropriate?

Click or tap here to enter text.