



Best in customer experience and user experience

Introduction

The category is open to all businesses or agencies that can present the brand's full spectrum of online customer services, as well as user experience.

Technology

Entrants should demonstrate:

- The judges will consider how the best eCRM and UX technologies are matched with the best retention and loyalty propositions.
- The judges will consider websites, communication platforms, apps and service applications that have been developed and integrated to further the customer experience and affinity to the brand.
- Application of Technology - How the application of technology has enhanced the customer experience and delivered more efficient transactions for customers.

Design

Entrants should demonstrate

- Clean design that is easy to navigate and reflective of the market it is targeting
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.

Strategy

Entrants should demonstrate:

- Customer service/user experience management strategy, with clear objectives and actions outlined
- Knowledge and Understanding of Customers - Processes used for measuring customer satisfaction, as well as gathering and analysing customer feedback.

- Commitment to improving customer experience, as well as how staff feedback is used to improve service delivery.

Performance and Consistency

Entrants should demonstrate:

- Consistent consumer interaction and how this stands in line with objectives and actions.
- Achievements and initiatives taken, dedication and customer specific activity that goes beyond the objectives set.
- Quality of user interaction - Evidence of going that extra mile for site/application users.
- Contribution to ongoing service Improvement and Innovation – changes and adaptations based on user reactions or changes in consumer behaviour

Results

Entrants should demonstrate:

- Auditable metrics and how the platforms and the campaigns have used insightful segmentation, best-in-class online creative and eCRM technologies to create loyalty and advocacy.
- Measurements of Success - Performance measures against targets used to define excellence in service delivery
- A positive impact that these results have had on the business overall