

In Partnership With:



CX CUSTOMER EXPERIENCE MANAGEMENT IN TELECOMS GLOBAL SUMMIT

29th – 31st January 2019
Novotel West, London, UK

CEM Global Telecom Awards




30th January 2019

Submit your nominations form to **Phillip.Hirons@iqpc.co.uk**

Award Categories:

- 1 Best-in-class Customer Marketing Campaign**
- 2 Best-in-class Example of ROI**
- 3 Best-in-class Employee Engagement Programme**
- 4 Best-in-class Personalisation Case Study**
- 5 Best-in-class Customer Engagement Tool**
- 6 Best-in-class MVNO**
- 7 People's Choice Award: Contribution to CEM Telecoms**

Dates for your Diary:

-  **Friday 11th January, 2019:** This is the submission deadline; please be sure to submit your entry by this date.
-  **Friday 18th January, 2019:** Shortlist of finalists to be announced
-  **Wednesday 30th January, 2019:** Awards Ceremony at CEM Global Telecoms, when the winners will be announced, followed by Awards Celebration Party!

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Application Guidelines

- 🏆 You may enter more than one category but you may only enter each category once; make sure you choose your best project/initiative to represent your organisation!
- 🏆 Each project or initiative may only be entered into one category; make sure you read the criteria thoroughly to ensure you select the most appropriate category for your project
- 🏆 Your application document must consist of a filled out application form, which you can download from our website: <https://www.customerexperienceevent.com/awards-ceremony>. Please refer to the guidelines and judging criteria below in order to better prepare your entry, based on the judges scoring criteria
- 🏆 Judges are all required to sign Non-Disclosure Agreements before receiving any application documents, and as such applicants are strongly advised to share an overview of financial results where appropriate
- 🏆 All those who are shortlisted as finalists will be invited to join the awards celebrations on the evening of the 30th January, 2019; attendance is 100% compulsory and we would please ask you not to enter if you are unable to travel to London to attend the CEM Global Telecoms Awards
- 🏆 Entries from solution providers in this market will not be accepted into any of the categories; we strongly suggest you encourage your clients to enter

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Additional Information

The information provided in your application form (can be downloaded separately) should cover the points below explained below.

Context

1. Company description e.g. products, turnover, number of employees, major strengths, major challenges and threats
2. CX / CEM Excellence within the company e.g. scope within the business, when was it implemented, how was it implemented, what budget was assigned to tackle to issue, how many people involved and what was the initial strategy and/or solution used to overcome it?
3. Project context e.g. what was the challenge, why was it important to the business, what was the impact of the project on the organisation and how has the benefit been sustained?

Project

This part of the form should consist of no more than 5 paragraphs, covering each aspect outlined within the judging criteria (below). Please be advised to look at the mark allocation and percentages for content weightings across the application; marks will be allocated accordingly.

Title Page and Closing Page

In addition to the contextual and project information, you may also include a title page listing the project name and team members, and also a financial closing summary (where relevant).

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Judging Criteria

Criteria	Weighting	Scoring
Business Impact	40%	1-5, with 5 being the highest marks awarded. The judges will use their expertise and market knowledge to assign marks accordingly, based on the results the initiative has achieved to date.
Project Execution	40%	1-5, with 5 being the highest marks awarded. The judges will use the information provided to mark this section based on how well the project has performed.
Innovation	20%	1-5, with 5 being the highest marks awarded. The judges will assess how creative the initiative has been based on their knowledge and expertise of similar campaigns within the industry.

Disclaimer – all entries will be marked impartially, and by all judges to ensure an average score is taken across all criteria. They are however, subjective in nature, so judging will use a truncated mean, thereby discarding the highest and lowest scores to eliminate any bias in marking.

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People's Choice Award: Contribution to CEM Telecoms

Judging Criteria

Criteria	Weighting	Scoring
Creating an Environment for Change	40%	1-5, with 5 being the highest marks awarded. The judges will use the information provided, coupled with their own research to identify key projects and strategies used to create and foster an environment geared towards excellence.
Results	40%	1-5, with 5 being the highest marks awarded. The judges will use the information provided to mark this section based on how well the projects have performed and the overall influence this individual has had on them.
Personal Attributes and Skills	20%	1-5, with 5 being the highest marks awarded. The judges will assess the information, as well as any supporting testimonials to determine how their personal abilities impacted the initiatives outlined in the nomination.

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