



**NORTH AMERICAN  
CUSTOMER CENTRICITY AWARDS**

# CATEGORY GUIDE

Choose from 22 categories

## **CUSTOMER CENTRIC CULTURE**

Have you truly embedded a Customer Centric Culture at the heart of your business? Does the entire organization put the customer first in everything that they do?

## **BEST CUSTOMER EXPERIENCE STRATEGY**

A well thought-through and executed strategy that demonstrated a noticeable shift in direction that lead to positive business results

## **BUSINESS CHANGE OR TRANSFORMATION**

Those that have focused significantly on Customer Experience which has led to sustainable change or transformation of the organization

## **CUSTOMER INSIGHT & FEEDBACK VOC**

A strategic approach to capturing customer insight and feedback to drive change. These may include initiatives that capture the Voice of the Customer at key moments of the customer journey

## **CUSTOMER COMPLAINTS**

Those who achieved excellent customer experience in managing customer complaints

## **BEST MEASUREMENT IN CUSTOMER EXPERIENCE**

The use of key customer experience metrics (tracking, analyzing and measuring) to bring a greater customer focus and can demonstrate the effectiveness and efficiency of measuring a customer centric approach

## **BEST MULTI/OMNI-CHANNEL CUSTOMER EXPERIENCE**

Those who have delivered a seamless Multi/Omni-channel Customer Experience strategy. A clear understanding of the customer journey and best practices on optimizing the customers interactions on preferred channels

## **MOST EFFECTIVE CUSTOMER EXPERIENCE IN SOCIAL MEDIA**

The use of individual or mixed social media as a strategic channel for excellent customer interaction, engagement, support and promotion leading to a seamless customer experience

## **CONTACT CENTER**

Contact Centers that utilize innovative methods and effective management, regardless of the size of the center to provide quality support to customers with strong business performance.

## **CLIENT RELATIONSHIP MANAGEMENT**

Those who have deployed effective techniques to enhance customer experience through client relationship management and its associated systems.

## **BEST USE OF MOBILE**

Highlight meaningful customer engagement using innovative and effective mobile platforms such as apps, mobile web marketing and more.

## **DIGITAL TRANSFORMATION**

The use of digital tools and systems to fundamentally reshape the organization and the customer experience delivered. Or have implemented innovative technologies to impact customer experience.

## **BEST DIGITAL STRATEGY**

An effective digital strategy to deliver exceptional customer experience using various digital channels and touchpoints

## **DIVERSITY & INCLUSION**

Fostered diversity and inclusion within the business among customers and internally

## **EMPLOYER OF THE YEAR**

Providing the best overall place to work through placing high levels of importance on corporate culture and a happy and healthy work environment for the staff

## **EMPLOYEE EMPOWERMENT**

Giving employees a certain degree of autonomy and responsibility for decision making regarding their specific tasks

## **CUSTOMER EXPERIENCE PROFESSIONAL**

An individual who played a significant role in the overall customer experience in the organization

## **CUSTOMER EXPERIENCE TEAM**

The team who achieved significant improvements in customer experience throughout the customer journey through teamwork, creativity and leadership. The team may be a group of people within a specific function or a group made up of people from across different functions

## **CUSTOMER EXPERIENCE LEADERSHIP**

An individual who exemplified excellence in customer experience through their commitment, influence, focus, skills and dedication

## **BEST RETAIL**

Those who showcase the very best customer experience in store or online

## **BEST MARKETING**

Outstanding marketing strategy that contribute to delivering the best customer experience. Organizations can demonstrate the marketing approach used to engage with the customers across multiple touchpoints

## **BEST USER EXPERIENCE (UX)**

Those who have exceptional user-centered design best practices that enrich and engage users

**ENTRANTS CAN ENTER MULTIPLE CATEGORIES. YOU CAN ALSO SUBMIT MULTIPLE INITIATIVES/TEAMS/INDIVIDUALS INTO THE SAME CATEGORY.**

**IF YOU NEED ANY HELP SELECTING YOUR CATEGORY PLEASE CONTACT SANDRA MURRAY**

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