



# NORTH AMERICAN CUSTOMER CENTRICITY AWARDS

## HOW TO JUDGE?

### JUDGING AT THE AWARDS

#### YOUR ROLE AS A JUDGE

Score the Written Entries  
Score the Finalist Presentations  
Provide written feedback throughout

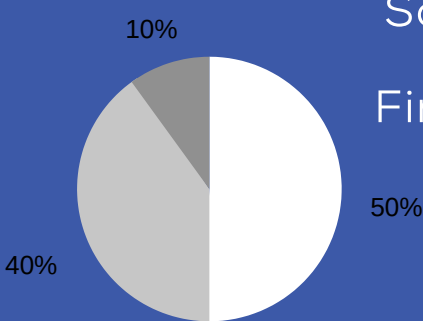


#### SCORING OF ENTRIES

Each Criteria is scored (higher the mark the better)

Scores are aggregated and given a percentage

Finalists within 3% of the top mark are awarded



**Written Entry 50% - 2100 Word Submission**  
**Finalist Presentation 40% - 25 Minute Presentation**  
**Overall 10% - Scored after all finalists have presented**

#### ENSURING IMPARTIALITY

In order to ensure impartiality, we ask judges to make us aware of any conflicts of interest between themselves and the finalists.

**Do not discuss your scores with other judges or deliberate over scores.**

**Do not discuss your scores with other finalists or attendees.**

**Do not show your scores to anybody else.**



**NEED ANY HELP WITH YOUR JUDGING  
PROCESS OR HAVE ANY QUESTIONS?**

**CONTACT SANDRA MURRAY  
SANDRA@ARCETGLOBAL.COM**

**WWW.CUSTOMERCENTRICITYAWARDS.COM**