



**NORTH AMERICAN
CUSTOMER CENTRICITY AWARDS**

ASSESSMENT GUIDE

SCORING MODEL & CRITERIA

SCORING MODEL

The ARCET Global scoring model and criteria was developed to ensure that all entries were scored accurately and effectively. We wanted our entrants and judges to have peace of mind that all winners were deserving. So much so, it received endorsement by a top English Business School.

ENDORSED BY



University of
Chester

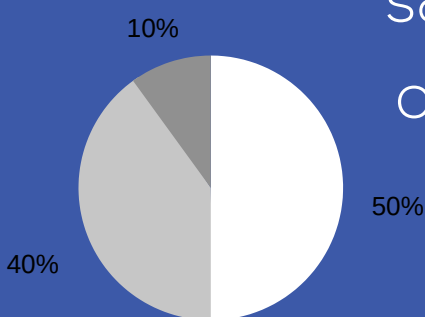
Chester
Business School

SCORING OF ENTRIES

Each Criteria is scored (higher the mark the better)

Scores are aggregated and given a percentage

Only Companies that achieve over 70% in Total are eligible to win a category.



Written Entry 50% - 2200 Word Submission
Finalist Presentation 40% - 15 Minute Presentation
Overall 10% - Scored after all Judges have evaluated

SCORING PROCESS

The written entry is worth 50% of the total marks and is submitted via an interactive PDF form. Which are evaluated by the judges. Those over a minimum threshold in are shortlisted for the finals.

The finals presentation is a 15 minute video presentation, watched by a panel of judges who are experts in that field. This is worth 40% of the total marks.

At the end of the scoring process, judges re evaluate each presentation and give them an overall score out of 100 (100 being the highest). This makes up the final 10% of the marks.

These scores are all added together and aggregated to give a total score out of 100. The winner is the entrant with the highest score over 70%

FEEDBACK REPORTS

After the finals all entrants receive feedback reports to understand how the judges reached their decision and help to improve for next year through constructive feedback from the judges.

CRITERIA

(BUSINESS PROJECT, INITIATIVE OR CAMPAIGN)

Organization Description – not scored (100 words)

Describe your organization to give context to the initiative

What is the initiative? 10 marks (200 words)

Give a brief overview of the initiative

Why did you decide to do this? 25 marks (500 words)

Explain why there was a need for this initiative

How did you achieve success and who was involved? 25 marks (500 words)

Describe how you ensured success and who helped

What were the results? 40 marks (800 words)

Present the results of the initiative using facts and statistics

CRITERIA (TEAM BASED)

Organization Description – Not scored (100 words)

Describe your organisation

Why nominate this team? 10 marks (200 words)

Give a brief overview of why this team was nominated

What have they achieved that sets them apart? 25 marks (500 words)

Explain what the team has done to improve the organization

How did they achieve success? 25 marks (500 words)

Give details on how they achieved this

What were the results? 40 marks (800 words)

Present the results of their efforts using facts & statistics