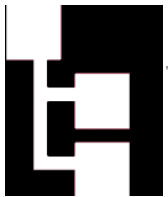




The Peer Award for Excellence in Customer Engagement celebrates innovative Customer Engagement, and it does so in a way that distinguishes it from most awards for business in a number of key ways.

The Peer Awards are **inspirational** because finalists review each other's innovative entries; they are **open and democratic** in that it is the finalists themselves that are the judges; they are **easy to enter** as submission and judging are online (which is also why they are global) and as there is no fixed format or length for your entry; they offer **exposure** in the media but also **confidentiality** if you prefer; entry is **low-risk** and the awards ceremony is a **celebration of all finalists** attending.



Customer Engagement Award Categories

Associate your entries with one or more of these proposed award categories, adjusting the focus of each as you like. When it comes to announcing the shortlists you may find that some have been altered to best suit the entries that are nominated.

A Customer Brand

An organisation that successfully uses their customer engagement strengths to enhance their overall brand values in the minds of their customers, leading to their brand being associated in minds with customer experience excellence.

Customer Service

Customers experiencing that products and services meet or exceed expectations, and (possibly) the training that develops customer service staff to excel in customer interactions.



Technology for Customer Engagement

Technology enabling or assisting with, for instance, communications with customers about their interests and concerns, and helping build strong customer relationships.

Effective Customer Engagement Team

A group of interdependent individuals that have formed a unit to successfully share responsibility to accomplish a set of customer-focused goals.



Deadlines>

8:00 PM EDT

Submission Deadline

8:00 AM EDT

Judging Starts

8:00 PM EDT

Awarding Begins

8:00 PM EDT

The Peer Awards Ceremony



Fees

When you register you say the number of entries you wish to submit for each of the awards, which you can add to later.

Please **enquire** about our special Customer Engagement Company Category in your organisation's name that can guarantee to celebrate your employees (or clients if you are a supplier) exclusively at the Peer Awards Ceremony, for their innovative work in Customer Engagement. Alternatively our **Enterprise Award** could be a better fit if you have entries from our other awards in addition to Customer Engagement, would like your award to focus on a particular strength of your organisation, and would welcome having your own table for ten at the Peer Awards Ceremony.





Step by Step

The Process:

We summarise here the five key steps in the process for Peer Awards candidates.

1. Registration

2. Entry

3. Nomination

4. Shortlisting

5. Winning






User Guide




Who can Enter

Entries are invited from internal departments (Customer Engagement for instance) *and* from suppliers of relevant products and services.

Our one proviso is that the entry not be self-promotional, so that the nominated entries (which are basically case studies) can be presented to fellow professionals (the judges) untarnished by any sales agenda.

Entries should focus on one or more internal initiatives, all of which help present an innovative idea or approach. They can all have taken place within one client organisation, or across a number. An involved supplier can be acknowledged alongside the organisation in whose name the entry is submitted. Alternatively the entry can be in the supplier's name, in the form of a case study championed by at least one end-user organisation.



Become a Finalist, Win an Award

It is very easy to submit entries to the Peer Awards, and we are keen to nominate any (non-promotional) entry that is clearly expressed, shows an impact in its target community, is doing something different and is likely to interest fellow practitioners (that is the other finalists and CEW (Customer Experience World) Conference attendees, who are also the judges).

1. Submit an Entry

EASY

Send us your proposals using your already existing documentation.

2. Be Nominated

RECOGNITION

Being nominated means your initiative has made an impact, is innovative and has

3. Win an Award

CONGRATULATIONS!

The winners are determined by the ratings cast by fellow finalists,



This saves you time as you don't have to create special material, write long essays or compress your text to fit our requirements.

SAFE

Before you submit your entries we can tell you which of your proposals would be nominated, which need more work and which do not fit.

This saves you money as you only submit entries you know will be nominated.

We offer credits to submit entries next year for entries that are not nominated this year.

the potential to inspire fellow practitioners.

We aim to nominate all entries that could win a Peer Award.

EXPOSURE

All nominated entries are peer-reviewed and rated by fellow finalists, and have the opportunity to be showcased at this website and others.

Alternatively you can arrange for aspects of your entry to be disclosed in confidence, and for anonymity if you prefer.

Each nominated entry has a chance to win a Peer Award for Excellence.

which is what makes the Peer Awards so special.

Winners are announced and celebrated at the Awards Ceremony.

PRESTIGE

Having your Customer Engagement work recognised by your peers in this way is a great honour.

If your entry is not a winner you can celebrate being a finalist at the Awards Ceremony, or just not attend if you prefer.

And you may be invited to talk about your work, alongside other winners and with other finalists at the 2018 Peer Awards Summit.



The Peer Awards Ceremony

The ceremony planned for June 2018 will again be a champagne afternoon cream tea at a prestigious Central London venue. It is here that all the finalists are acknowledged and the winners announced and celebrated.

New this year is the opportunity to celebrate being a finalist (with a certificate and a photo) at the Awards Ceremony even if your entry is not a winner, and (especially with our international finalists)



in mind) the opportunity (simply by submitting three or more nominated entries) to be guaranteed acknowledgement and success at the awards ceremony.



Peer Review (Judging)

All finalists and CEW Conference attendees are invited to also be judges, and we anticipate that it will also be possible to register just as a judge without submitting any entries, to read, review and rate the nominated entries of interest, asking questions of the other finalists for further information and greater clarity where you wish. You may adjust your ratings later with the benefit of hindsight.

SPONSOR

Sponsorship



Our exciting **Enterprise Award** provides a unique way for your company to sponsor a prestigious award, to participate with your own client entries and be sure that at least one of these will be celebrated at the Awards Ceremony, all without compromising the integrity of the award. This enable your brand to be prominently associated with innovation and excellence at the Peer Awards and across our media coverage, at the Awards Ceremony and at the Winners Summit, all for the price of half a dozen nominated entries and a table at the ceremony.



Previous Customer Engagement Finalists

All of these organisations have been finalists for the Peer Awards for Excellence in Customer Engagement in previous years, some of them multiple times. Where you see an entry **highlighted** this means you can click to view their showcase page...

BA; Diligent; DPG; **Dublin City University**; E.ON; Eastpak; **Engage Mutual**; Eversheds; First Capital Connect; **Forrest Williams**; Friends of the Earth; **JogPost**; Lebara; **Molson Coors**; Nationwide; O2; **Phonographic Performance**; Primark; RBS; Redrow; **Sage**; Severn Trent Services; Simplyhealth; Sony; **TechComms**; **Tesco**

REGISTER NOW

