



DXA'20TM

UK Digital Experience Awards

BENCHMARK FEEDBACK REPORT

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UK Digital Experience Awards 2020

Dear Winner/Finalist,

This is your feedback report from the UK Digital Experience Awards 2020.

The report includes your scores and judges' comments on both scoring phases:

- Scores and judges' comments on your written entry submission,
- Scores and judges' comments on your presentation on the day of the Awards Finals,
- Scores for each judging criterion,
- Scores and positions relative to the winners (gap scores) and
- Average scores in each category.

We hope you will find the feedback valuable in terms of understanding how well you did and where your project/initiative or written entry/presentation could be further improved.

If you require any further information please do let us know.

After you have read the report we would very much appreciate your feedback so we can continue to improve the format of these reports.

Kind regards

Kristina Simonovic

Awards Consultant

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A. How Entries Were Scored

The Screening Panel used the following Judging Criteria when short-listing and scoring Written Entries and Presentations. Each criterion was scored out of 100.

1. Summary

An overview of the entire initiative, capturing the most important information from beginning to end.

2. Business Strategy

What was the background to the initiative? How did it meet the strategic needs of the business?

3. Goals and Objectives

What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?

4. Planning and Implementation

What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe?

5. Stakeholder Engagement

What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?


6. Innovation and Creativity

What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?

7. Impact and Benefits

What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?

Scoring Guidelines/Marking Scheme

Rating	Description of how well entry meets criteria	Marks available
Outstanding	Compelling, robust, fully evidenced description	80-100
Strong		60-79
Adequate		40-59
Limited		20-39
Weak	Unconvincing, weakly evidenced description	0-19

B. How This Report was Generated

YOUR SCORES

All Criteria were marked out of 100 by Category Judging Panels

- Written Entries were scored using criteria 1-7
- Presentations were scored using criteria 2-7

Percentage Scores were generated for

- each Criterion
- totals over all criteria for written entries
- totals over all criteria for presentations

Overall Scores were generated from Written Entry and Presentation scores, allocating equal weighting to each.

JUDGES' COMMENTS

In addition to scoring, Judges were asked to provide feedback comments to Finalists. Most, but not all, Judges provided comments.

Judges' comments for Written Entries were provided online before the Awards Finals, and for Presentations on the day of the Awards Finals.

Individual comments have been consolidated to provide a single piece of feedback for Finalists.

C. YOUR SCORES

Company Name	XXXXXX
Category Name	XXXXXXXXXX

Please note all scores relate to this category alone.

All scores are represented as percentages of the totals available for each criterion. Where both Written Entries and Presentation Entries were submitted the overall scores are calculated as weighted averages of the two sets, bearing in mind that Written Entries included an extra Summary criterion.

TOTAL SCORE

	Written Score	Presentation Score	Overall Score
Your score %	69.93	69.38	69.65
Average score %	61.41	64.83	63.12
Your position	1	2	1
Gap from Highest Score %	0.00	3.38	0.00

Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	67.50	n/a	67.50
Average score %	67.20	n/a	67.20
Your position	2	n/a	2
Gap from Highest Score %	3.75	n/a	3.75

Criterion 2. Business Strategy

	Written Score	Presentation Score	Overall Score
Your score %	67.50	73.75	70.63
Average score %	59.70	64.50	62.10
Your position	1	2	1
Gap from Highest Score %	0.00	1.25	0.00

Criterion 3. Goals and Objectives

	Written Score	Presentation Score	Overall Score
Your score %	62.25	71.25	66.75
Average score %	61.65	68.20	64.93
Your position	2	3	2
Gap from Highest Score %	11.50	3.75	7.00

Criterion 4. Planning and Implementation

	Written Score	Presentation Score	Overall Score
Your score %	82.25	70.00	76.13
Average score %	61.05	66.00	63.53
Your position	1	3	1
Gap from Highest Score %	0.00	3.75	0.00

Criterion 5. Stakeholder Engagement

	Written Score	Presentation Score	Overall Score
Your score %	70.00	80.00	75.00
Average score %	53.50	70.00	61.75
Your position	1	1	1
Gap from Highest Score %	0.00	0.00	0.00

Criterion 6. Innovation and Creativity

	Written Score	Presentation Score	Overall Score
Your score %	68.75	48.75	58.75
Average score %	60.25	48.80	54.53
Your position	2	3	2
Gap from Highest Score %	1.25	10.25	0.75

Criterion 7. Impacts and Benefits

	Written Score	Presentation Score	Overall Score
Your score %	71.25	72.50	71.88
Average score %	66.50	71.50	69.00
Your position	3	4	3
Gap from Highest Score %	5.00	6.25	3.75

D. JUDGES' COMMENTS

Your Written Entry

Two key objectives became one, with five sub objectives - clarity? The Summary needed to talk about outcomes. There were good objectives, but a lack of specific goals expected. Should the CEO have been involved earlier? The lead generation sounded impressive versus the starting point, but what was expected? The COVID example I believe was there to show the speed of execution the new website has enabled, so it would have been good to understand what it would have taken on the previous website.

I thoroughly enjoyed reading through this entry, which seemed to give a very transparent view of the challenges and successes of website development, particularly around stakeholder involvement. It certainly came across that this site refresh was well timed, and despite some tough decision making the benefits to the business have been worthwhile.

A nice WordPress site, though pretty standard stuff. I do understand its a huge site, which is now clean and tidy. SEO is off though - for example demonstrated by the way Google misses the homepage off its listings. Speed was great but WordPress is not the only answer!

This outlined clear objectives for meeting specific business needs. The planning and implementation process was clear and robust and gave a great understanding of how requirements were captured, from who and when. It was also interesting to understand how the targets for budget and timeline were met. The modular approach you took was of particular interest as the budget seemed tight, so this flexible model seemed to play an important role in project success. I would have liked to more details on stakeholder engagement throughout the process and didn't get a sense of how personalisation was applied. I would have also liked to see more details on the wider business benefits gained; for example I was interested in the attribution model so would have liked to understand more details on how that was applied and how the results were then applied to the business.

D. JUDGES' COMMENTS

Your Presentation

A good solid site that meets all the objectives of the business, almost in spite of key members of the business themselves. A great value for money project, therefore big in terms of ROI.

A clear strategy for the project, and the presentation did a really good job of outlining the complexity of the business and how the team went about tackling the challenge. Good stakeholder engagement came through well, as did the benefits delivered at the end. Good to see the close alignment between the [redacted] team and [redacted] which supported the entry. The presentation lacked details around planning but overall the submission was good.

A great presentation. I was really interested to hear how the project acted as a catalyst for change within the client organisation. I also liked the fact that the project was very evidence based, including voice of the customer type demos to senior stakeholder to demonstrate user issues with the site. I also liked how key clients were on the team and took an active role in managing a large, complex group of stakeholders. I would have liked to see more information on the overall cost benefits or ROI of the project as these were key objectives, also information on any specific innovations to engage users.

And finally...

Many thanks again for entering the UK Digital Experience Awards 2020. We hope that you have found this feedback useful. Please do get in touch if you have any further questions or we can be of help with anything else.

We look forward to seeing you participating again next year and remember, any feedback on this report would be most welcome.

Kind regards

Kristina Simonovic

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