



# UK DIGITAL EXPERIENCE AWARDS '17

For more information, please contact Andrew Shaw on 020 7193 3797 or [andrew.shaw@awardsinternational.eu](mailto:andrew.shaw@awardsinternational.eu).

## Categories – making a choice

### What we're looking for

For you to say to our judging panels that ***“We implemented a great initiative that has enhanced our customers experience, here's the proof and we deserve recognition for it!”***

“A great initiative” might be a project, or group of projects or something that was a broader business initiative that maybe took place over a long period of time, not necessarily in a defined project timeframe.

There really is no limit to the type of “great initiative” so long as it resulted in an exceptional digital customer experience (or improvement in digital customer experience) whilst also benefiting the business.

### The categories

- There are 18 Categories divided into 5 sector specific categories and 10 discipline specific and 3 people people categories (see next page).
- The scoring criteria for all 18 categories are the same - although the content of entries will need to be amended to fit the context of the category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint.
- Please therefore be mindful that because of this if you make multiple entries, you probably won't just be able to “cut and paste” the content.

### Guidance on choosing a category(ies) to enter

#### Consider the sector specific categories

- Everyone should think about making an entry into one of these!
- Choose the category which fits your industry sector best.  
There doesn't need to be a direct link between the initiative and the category title as the entries will be judged on the actual content (initiative submitted), although some link between the initiative and the broad meaning of the category title should exist.

#### Consider the discipline specific categories

- Depending on the initiative, one or more of these categories might be a good fit for your organisation.
- Choose the category which fits your initiative/project.
- There doesn't need to be a direct link between the initiative and the category title as the entries will be judged on the actual content (initiative submitted), although some link between the initiative and the broad meaning of the category title should exist.

#### Consider the people categories

- These categories require you to mould your entry to the particular context of the category.
- Choose the category which suits the individual or team best.
- For the people specific categories, we are looking for “great initiatives” that impacted both the customer experience and the organisation – however the angle that the story is told is likely to



# UK DIGITAL EXPERIENCE AWARDS '17

For more information, please contact Andrew Shaw on 020 7193 3797 or [andrew.shaw@awardsinternational.eu](mailto:andrew.shaw@awardsinternational.eu).

be different from the sector or discipline specific categories.  
For example, the entry might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver a great customer experience that helped the business too.

## CATEGORY OVERVIEW

Sector specific categories	Discipline specific categories
<p><b>Automotive</b> <i>Car dealerships, car hire, repair, roadside assistance, car services, car leasing and rental.</i></p> <p><b>B2C services</b> <i>B2C online and high street retailers</i></p> <p><b>Financial services</b> <i>Any type of banking or investment services, including credit card companies and investment funds. Also, any type of insurance provision including home, life, business, car.</i></p> <p><b>Hospitality, leisure, food and drinks</b> <i>Hotels, public houses, holidays, ski centres, cinemas, gyms, ticketing and any other providers of related services including air travel, trains and ferries, etc.</i></p> <p><b>Not for profit &amp; charity</b> <i>Any charity or service for public good that is non profit making.</i></p>	<p><b>Online user experience B2B</b> <i>A website that provides a seamless customer experience together through innovative design and technical advancements.</i></p> <p><b>Online user experience B2C</b> <i>A website that provides a seamless customer experience together through innovative design and technical advancements.</i></p> <p><b>Business transformation</b> <i>Best use of digital technology/innovation to transform a business e.g. rebranding, websites and apps, VOC systems, bespoke systems etc.</i></p> <p><b>Cloud service</b> <i>Remote storage of data services, for public or commercial use e.g. software as a Service (SaaS), invoicing/payment services.</i></p> <p><b>Customer loyalty/ CRM and personalisation</b> <i>The use of digital experience to drive customer loyalty e.g. reward programmes, discount initiatives, loyalty cards. The use of digital technology and data to create individualised digital customer experience. Using CRM to enhance customer experience and drive business growth.</i></p> <p><b>Digital DX innovation</b> <i>The use of new digital innovations and experiences to meet the shift in your customers behaviour across all digital mediums e.g. community run/public news apps, snap chat vouchers.</i></p>



# UK DIGITAL EXPERIENCE AWARDS '17

For more information, please contact Andrew Shaw on 020 7193 3797 or [andrew.shaw@awardsinternational.eu](mailto:andrew.shaw@awardsinternational.eu).

	<p><b>Fintech</b> <i>Businesses that leverage new technology to create new and better financial customer experience for both consumers and businesses. It includes companies of all kinds that may operate in personal financial management, insurance, payment, asset management, etc and their relevant service and software providers and facilitators.</i></p> <p><b>Mobile strategy</b> <i>The use of mobile applications as primary method of delivering a digital customer experience and improving customer engagement</i></p> <p><b>Omni-channel experience</b> <i>The uses of seamless and blended customer experience across all channels. Through the alignment of online, offline, physical and digital experiences e.g. mixing new technology with traditional CX.</i></p> <p><b>Use of SEO</b> <i>Optimising online presence/search.</i></p>
--	---



# UK DIGITAL EXPERIENCE AWARDS '17

For more information, please contact Andrew Shaw on 020 7193 3797 or [andrew.shaw@awardsinternational.eu](mailto:andrew.shaw@awardsinternational.eu).

	<p style="text-align: center;"><b>People categories</b></p> <p><b>Digital agency</b> <i>That delivers the best digital experience or improvement in digital experience or helps others do this.</i></p> <p><b>Digital professional</b> <i>Someone who has identified and responded to an opportunity that has resulted in significant impact on the business and digital customer experience.</i></p> <p><b>Digital team</b> <i>A team that has identified and responded to an opportunity that has resulted in significant impact on the business and digital customer experience.</i></p>
--	---