



# UK DIGITAL EXPERIENCE AWARDS '17

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

## Scoring of entries

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted finalists who then also make 15 minute presentations to a panel of judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. An overall winner, one across all sector specific and discipline specific categories will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously improve delivery of their customer experience. Finalists will receive evaluation feedback reports showing their performance vs other finalists, including winners.

## Scoring grid

Scoring stages	By whom	Basis of assessment	Outcome	Impact on scoring
<b>1. Shortlist</b>				
	<b>Shortlist judging panel</b> 3 – 5 Judges	<b>Written entry</b> Criteria 1 – 7 <i>Summary will be especially important</i>	Shortlist of finalists	Score not carried forward
<b>2. Assessment of the finalists</b>				
	<b>Category judging panels</b> 3 – 5 Judges each	<b>Written entry</b> Criteria 1 -7	Score	50% of weighting of final score for all categories
	<b>Category judging panels</b> 3 – 5 Judges each	<b>Live presentation</b> Criteria 2 - 7	Score	50% of weighting of final score for all categories

There are a standard set of 7 criteria across all of the categories.

Each criterion has 100 marks available. All 7 criteria will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel. Finalist presentations will be scored against criteria 2-7 only.



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## Scoring Criteria

Scoring criteria	Score available (out of 100)
Overall maximum word count allowed is 2000 words including the summary	
<b>The case for recognition</b>	
<b>1. Summary</b> An overview of the initiative that provides a robust, thorough and compelling argument for why this entry 100 deserves recognition (elements of the other 6 criteria should be included). 200 words maximum NB. Will be used for shortlisting finalists and the scoring of the written entries but is not relevant to finalist presentations.	100
<b>The following criteria are relevant to all stages of judging: shortlisting, written entries and finalist presentation</b> Each criterion requires a compelling, fully evidenced description.	
<b>The drivers for change</b>	
<b>2. Business rationale and context</b> The drivers and targeted business benefits/aims that provided the rationale and context for the initiative.	100
<b>The change achieved</b>	
<b>3. The outstanding digital experience delivered</b> The resultant outstanding customer experience or change in customer experience delivered.	100
<b>4. Business impact and results</b> The resultant impact on business performance and results - linking with original targeted benefits/aims.	100
<b>How was the change achieved</b>	
<b>5. Clear digital insight</b> The clear insight achieved into unmet customer need and how this was achieved, including the involvement of employee/customer engagement as appropriate.	100
<b>6. Innovative and creative solution</b> The solution to the identified customer need, including the involvement of employee/ customer engagement as appropriate, how the solution was developed and what made it innovative and creative.	100
<b>7. Effective implementation</b> The implementation of the solution and what made it effective, including employee/customer engagement as appropriate and the management of time and budget.	100



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## Scoring guidelines

Rating	Description of how well the entry meets the criteria	Score available
<b>Outstanding</b>	Compelling, robust, fully evidenced description	80 - 100
<b>Strong</b>	Very good story with some strong evidence	60 - 79
<b>Adequate</b>	Good, well evidenced description	40 - 59
<b>Limited</b>	Some weak areas, would have benefited from more evidence	20 - 39
<b>Weak</b>	Unconvincing, weakly evidenced description	0 - 19