Tips & Tricks for Entering the CX Awards 2025

Africa's Top CX Talent. One Stage. One Night.

Whether you're a seasoned CX leader or an up-and-coming team making waves, here's how to craft an entry that grabs the judges' attention and gets you noticed at the Customer Experience Africa Awards.

Before You Start:

- ✓ **Choose the right category**: Match your entry to where your impact shines brightest: *People*, *Innovation*, *Transformation*, or *Public Sector*.
- ✓ **Be authentic & data-driven:** Judges are looking for *real stories* backed by *solid results*. Passion + proof = power.
- ✓ **Use the entry template**: Stick to the structure provided. It ensures fairness and keeps your entry focused and easy to compare.

Key Sections Judges Will Score You On:

1. **Challenge & Market Context (25%)**
   Define the problem or opportunity. Why was it important? How did it affect your customers?
2. **Strategy & Execution (25%)**
   Walk us through what you did. Highlight innovation, teamwork, and how you overcame challenges.
3. **Impact & Measurable Results (30%)**
   Show us what changed. Use metrics, testimonials, or before-and-after stats to prove success.
4. **Scalability & Industry Relevance (20%)**
   Can this grow? Does it set a trend for others? Show long-term value and alignment with market needs.

Pro Tips from the CXA Team:

- ✓ **Stick to word limits** – Be clear, concise, and compelling.
- ✓ **Include visuals** – Charts, visuals, and real quotes boost credibility.
- ✓ **Tell a story** – Take the judge on a journey from insight to impact.
- ✓ **Show your edge** – Highlight innovation, transformation, or bold leadership.

Deadline to Enter: 07 July 2025

Submit your application

Have questions? Reach out to **britney.price@wearevuka.com**

Interested in Sponsorship?

Align your brand with Africa's CX excellence and take center stage at the most prestigious awards night in the industry.

Why Sponsor?

Put your brand in front of CX leaders and decision-makers

- ✔ Be featured in winner photos, media, and post-event coverage
- ✔ Gain exclusive access to applicants and VIP attendees
- ✔ Showcase thought leadership by presenting an award on stage

Packages Available:

- ✔ **Category Sponsor**
- ✔ **Lead Verification Partner**
- ✔ **VIP Lounge Sponsor**
- ✔ **Experience Enhancer (Photo Wall, Video Content, etc.)**

To sponsor a category or activation, contact:
peter.chinanzvavana@wearevuka.com or charlie.mossop@wearevuka.com

Let your CX excellence shine — and make your mark on the African stage.