



APPLICATION FORM

Please complete one of these forms separately for each award category entry, then send all at the same time to britney.price@wearevuka.com

Criteria to follow when answering questions-

Problem/Opportunity Identification: must align with the subject category entered.

- Defining a problem.

Collect the Data: What proof do you have that the problem/opportunity exists?

- How long has the problem/opportunity existed?
- What is the impact of the problem/missed opportunity?

Strategic plan: Show how the strategic plan aligns with the subject category entered.

- Outline a brief description of the customer experience initiative.
- Indicate what the measurement of success is for the objectives.

Execution/Implementation:

- Provide a description of the execution plan.
- Show some detail how the objectives will be executed/implemented in the field.
- Show any adjustments that were made to the plan.
- Indication of adaptation and flexibility to adapt when theory and execution do not seamlessly integrate.
- Describe the challenges faced on the execution/implementation phase.

Measurement and Refinement: This section covers the identification, analysis, and quantification of results. The judges will look for tangible results which demonstrate the achievement of the initiative's measurable objectives.

- Clearly Outline the outcome of the initiative as measured against the strategic plan.

Company name	
Award category	
Company website	

For **PEOPLE Awards**, answer:

QUESTION 1:

1. Why are you nominating this person for this award? We are looking for a person who has successfully launched and led a strategy for outstanding performance. (max 500 words)

Answer:

For **INNOVATION & TRANSFORMATION Awards**, answer:

QUESTION 1:

1. Briefly describe your company's offering within the CX industry, or why you are nominating them. (max 250 words)

Answer:

QUESTION 2:

2. How did you improve your experience? User experience, Team Experience, Customer Experience or Business Experience. (max 250 words)

Answer:

QUESTION 3:

3. How did you execute your idea? How did you act on your idea? What was special about your strategy and the way you delivered your proposition? Detailed growth metrics where applicable. E.g. subscribers, revenue. (max 250 words)

Answer:

For further information or advice, please contact us at

Britney.price@wearevuka.com

#CEMCXAwards24