

Contact Information

Please verify the following information:

*First Name:	<input type="text"/>	
*Last Name:	<input type="text"/>	
*Title:	<input type="text"/>	
*Company:	<input type="text"/>	
*Email Address:	<input type="text"/>	
*Work Phone:	<input type="text"/>	
<i>All fields with an asterisk (*) are required.</i>		

Company and Nomination Information

Please answer the questions below about the company or brand you are nominating. All information submitted will be treated with confidentiality and will be presented to judges in a blind manner.

*1. The brand I am nominating is (provide brand or company name):(*Required)

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

*2. I am a vendor or partner submitting on behalf of the brand being nominated?(*Required)

Select one.

<input type="radio"/> Yes	(Answer question number 2.1, 2.2.)
<input type="radio"/> No	

*2.1 As a third-party submitting on behalf of a partner company, I agree to the following: 1. The partner company or brand must be aware of and in agreement with participation. 2. If named a finalist, a representative from the partner company will participate in the *final judging process and ceremony. *Finalists will present their cases to the audience at Customer Expo, taking place November 6-8 in Nashville, TN.(*Required)

Select one.

<input type="radio"/>	Yes, I agree
<input type="radio"/>	No

2.2 Please provide contact information for the company or brand you are representing/nominating: (failure to provide accurate contact information may result in disqualification)

	<i>Info</i>
Name of contact person at partner company:	<input type="text"/>
Title:	<input type="text"/>
Email:	<input type="text"/>
Phone:	<input type="text"/>

*3. Please provide a brief summary of the company you are nominating for this award, including relevant products and services, size and customers, to potentially be used on our website and print materials. (limit 1000 characters)(*Required)

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

*4. Please select the categories you plan to enter: (*Required)

Select all that apply.

<input type="checkbox"/>	Awareness & Acquisition
<input type="checkbox"/>	Customer Engagement and Experience
<input type="checkbox"/>	Loyalty & Advocacy
<input type="checkbox"/>	Customer Insights
<input type="checkbox"/>	Operational Excellence
<input type="checkbox"/>	Organizational Commitment
<input type="checkbox"/>	Overall 360 Degree Customer Award

Awareness & Acquisition

The Awareness and Acquisition category will focus on the brand's ability to create interest among prospective customers for their current or potential product and/or service offering.

This category will look at alignment between the organization's offering, their customer, and how they are leveraging unique marketing strategies to enable a more detailed understanding of the customer in pursuit of increased responsiveness to targeted acquisition efforts.

5. Please describe the company's awareness and acquisition strategy. Focus on how the company creates interest with prospective customers, utilizes unique marketing strategies, and/or creates awareness for their product offering via data, channel, and the leveraging of new technologies.

6. How do the company's awareness and acquisition strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

7. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the brand's awareness and acquisition strategy has helped the company foster stronger & deeper relationships with their customers.

8. Please share any additional qualitative evidence of the strengths of the company's awareness & acquisition strategies and why it should be recognized.

9. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.

Customer Engagement and Experience

The Customer Experience category focuses on the brand's complete brand engagement & CX strategy, including definitions and program mechanics. The Customer Experience category will assess the brand's holistic approach & overall customer-focused goals, objectives, and strategies for traditional or non-traditional programs.

10. Please describe the company's customer experience and engagement strategy. Focus on the company's mission statement, CX mechanics, program strategy definition, new technologies leveraged, and/or ease of use.

11. How do the company's customer experience and engagement strategy demonstrate an innovative approach? List how the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

12. Please describe one to three quantifiable metrics, processes, or objective evidence to show that the customer experience and engagement strategy has helped the company build stronger & deeper relationships with their customers.

13. Please share any additional qualitative evidence of the strengths of the company's customer engagement & experience efforts and why it should be recognized.

14. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.

Loyalty & Advocacy

The Loyalty & Advocacy category measures a brand's ability to spark authentic loyalty and/or advocacy within consumers, with the end goal of creating & sustaining organic & measurable brand loyalty/advocacy.

15. Please describe the company's loyalty and/or advocacy strategy. Focus on the company's program goals & objectives, brand alignment, behavioral levers, how they are leveraging new technologies and/or partners & alliances.

16. How do the company's loyalty and/or advocacy strategy demonstrate an innovative approach? List the ways in which the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

17. Please describe one to three quantifiable metrics or pieces of objective evidence to show that the loyalty and/or advocacy strategy has helped the company build stronger & deeper relationships with their customers.

18. Please share any additional qualitative evidence of the strengths of the company's loyalty and/or advocacy efforts and why they should be recognized.

19. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.

Customer Insights Category

The Customer Insights category focuses on the brand's accessibility, measurement, and management of customer data – internally and externally – and how they are managing that data to create a deeper, more personal relationship with the customer.

Strong entries in this category will demonstrate a brand putting the customer first by leveraging customer insights via the ability to prudently utilize customer data to create more meaningful and longer-lasting customer relationships.

20. Please describe the customer insights initiative, strategy, program, or capability that you are nominating. Focus on how the brand uses systems & technology, data governance and/or using data across the enterprise.

21. How does the company's customer insights strategy demonstrate an innovative approach? List the ways in which the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

22. Please describe one to three quantifiable metrics or objective evidence to show that customer insights are being used to help the organization build stronger & deeper relationships with their customers.

23. Please share any additional qualitative evidence of the strengths of the company's organizational commitment and why it should be recognized.

24. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.

Operational Excellence

The Operational Excellence category will focus on details of the brand's operations strategy with regard to marketing, communications, culture, customer service, and internal/external support systems.

Brands will be assessed on their ability to communicate their customer focused strategy throughout their organization, how that mission is delivered, and the support systems in place to build or improve the process.

25. Please describe the brand's operations strategy, initiative, and/or program that you are nominating. Focus on the brand's customer focused communication strategy, mission delivery, store operations, and support systems.

26. How does the brand's operations strategy demonstrate an innovative approach? List the ways in which the approach is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

27. Please describe one to three quantifiable metrics or objective evidence to show that the brand's operations are being used to build stronger & deeper relationships with their customers.

28. Please share any additional qualitative evidence of the strengths of the company's organizational commitment and why it should be recognized.

29. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.

Organizational Commitment

The Organizational Commitment category will focus on the brand's focus and dedication towards creating a customer-centric culture at all levels of the company – from front-line employees to the C-Level & Board of Directors. Brands will be assessed on how they are using their organizational commitment in a way that is putting the customer first to create more meaningful and longer-lasting customer relationships.

30. Please describe how your organization is creating a customer-centric culture at all levels of the company - from front-line employees to C-Level executives. How are you using this organizational commitment in a way that is putting the customer first to create more meaningful relationships?

31. How do the brand's customer-centric culture, internal practices, initiatives, or frameworks show an innovative approach? List ways in which the strategy is new, creative, original, forward thinking, measurable, or provides competitive differentiation.

32. Please describe one to three quantifiable metrics or objective evidence to show that the brands' organizational commitment are being used to build stronger & deeper relationships with their customers

33. Please share any additional qualitative evidence of the strengths of the company's organizational commitment and why it should be recognized.

34. Please indicate what (if any) information you have submitted above should not be published by Loyalty360.
