



## **The WOW! Awards 2017 Categories**

### **Organisation Awards**

1. Best Newcomer
2. Empowering your People
3. Community Focus Award
4. Workplace of the Year
5. Best Use of The WOW! Awards Programme
6. Customer Experience Delivery of the Year: Large Business
7. Customer Experience Delivery of the Year: Small Business

### **Individual Awards**

8. Judges' Choice Award
9. Supporting the Front Line Award
10. WOW! What a Team
11. Faceless Hero Award
12. Most Inspiring Front Liner of the Year
13. Customer Experience Professional of the Year
14. WOW! You've Made a Difference (Private Sector)
15. WOW! You've Changed My Life (Public Sector)
16. 100 Club

## **Organisation Award Category Criteria**

### **1. Best Newcomer**

#### **These finalists have been shortlisted because:**

- The organisation has launched with The WOW! Awards within the last twelve months.
- The implementation was well planned and efficiently executed.

#### **Our judges are looking for:**

- The vision of what the organisation hopes to achieve with collecting positive feedback from customers.
- Examples of what has been done to implement and embed The WOW! Awards into the organisation.

- Examples of how the organisation has communicated the programme efficiently to both employees and customers.
- Evidence of how the programme has been embraced by senior management as well as front line employees.
- How the implementation ties back into the vision.

## **2. Empowering your People**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

### **These finalists have been shortlisted because:**

- The organisation has demonstrated a positive attitude to empowering employees to take ownership of resolving customer complaints and may have reduced the likelihood of further incidents.
- There is evidence of complaint resolution or employee empowerment within customer nominations.

### **Our judges are looking for:**

- Evidence of pro-active and consistent responses to customer feedback.
- Procedures that the organisation follows to ensure they leave their customers happy.
- Demonstration of how they have changed a process to make it easier for future customers.
- How the organisation empowers its employees to make the right decision for their customers.
- Evidence of customer retention or increased customer volumes if possible.

## **3. Best Use of The WOW! Awards Programme**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

### **These finalists have been shortlisted because:**

- The company has shown that they have embedded The WOW! Awards into the culture of their company.
- These organisations have effectively utilised features of The WOW! Awards.

### **Our judges are looking for:**

- Evidence of how the company has embedded The WOW! Awards into their company.

- How they promote the scheme to both employees and customers and make it easy for both to use/be a part of.
- Examples of how they celebrate with their certificate 'Winners'.
- Evidence of how feedback received via The WOW! Awards is communicated through the whole business and back to customers.
- How the organisation makes the most of The WOW! Awards features that they use.

#### **4. Community Focus Award**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

##### **These finalists have been shortlisted because:**

- Based on customer nominations, the organisation has actively sought to go outside of their normal business to enhance the community.
- The quality, quantity and diversity of customer nominations.
- The evidence of imaginative ways to delight the community.

##### **Our judges are looking for:**

- Evidence of how they deliver innovation, creativity and excellence to their community.
- Examples of "going the extra mile" to delight members of the community.
- How they turn customer service values into reality for their community and evidence of how their community is placed at the heart of everything they do.

#### **5. Customer Experience Delivery of the Year (Large Business - more than 300 employees)**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

##### **These finalists have been shortlisted because:**

- Organisations in this category have many high-quality nominations.
- Evidence of their customer orientated culture is apparent in their WOW! compliments.
- The nominations received showcase consistency in the company's service delivery.

##### **Our judges are looking for:**

- How the organisation identifies their customer needs.
- How their customer service strategy has evolved to meet the customer needs.

- How their customer service vision is put into practice and the implementation process.
- Evidence of how the customer shapes their business.
- How they create a customer orientated culture.

## **6. Customer Experience Delivery of the Year (Small Business - less than 300 employees)**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

### **These finalists have been shortlisted because:**

- Organisations in this category have many high-quality nominations.
- Evidence of their customer orientated culture is apparent in their WOW! compliments.
- The nominations received showcase consistency in the company's service delivery.

### **Our judges are looking for:**

- How the organisation identifies their customer needs.
- How their customer service strategy has evolved to meet the customer needs.
- How their customer service vision is put into practice and the implementation process.
- Evidence of how the customer shapes their business.
- How they create a customer orientated culture.

## **7. Workplace of the Year**

*\*Finalists in this category should make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

### **These finalists have been shortlisted because:**

- These organisations recognise their employees as one of their greatest assets and strive to keep their teams enthused and engaged.
- The organisation has shown innovative ways of communicating and recognising their certificate winners and nominees.

### **Our judges are looking for:**

- Their employee engagement strategy.
- Evidence of motivated employees.
- Evidence, where possible, of increased employee retention, reduced employee absence and/or employee satisfaction results.
- Examples of the opportunities provided for employee training and development.

- How The WOW! Awards has helped develop their employee engagement strategy.
  - How HR or other management are involved in recognising employee efforts.
  - Examples of how they celebrate employee successes.
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## **Individual Awards Category Criteria**

### **8. Judges' Choice Award**

We have selected our top 5 nominations from all nominations received. From these 5, judges will select one winner based on the customer sentiment alone.

### **9. Supporting the Front Line Award**

*\*Finalists in this category have been selected based on a specific event within an internal nomination. Finalists should focus on the specific event during their presentation.*

#### **These finalists have been shortlisted because:**

- They hold a position within the business that is not customer facing.
- There is evidence from internal nominations that they have been professional, positive, courteous and helpful.
- They have gone out of their way to delight either the end customer or members of their team.

#### **Our judges are looking for:**

- Stories that show passion for delivering high standards to delight either the end customer or members of their team.
- Examples of high standards evidenced within their nomination.
- Examples of going the extra mile.

### **10. WOW! What a Team**

*\*Finalists in this category have been selected based on a specific event within a nomination. Finalists should focus on the specific event during their presentation.*

#### **These finalists have been shortlisted because:**

- The team has shown initiative, creativity and innovation in their commitment to customer service.

**Our judges are looking for:**

- Evidence of how the team exceeded customer expectations, excelled in customer service, shared ideas/best practice, and shone whilst working together.
- How their customer is at the heart of everything they do.

## **11. Faceless Hero Award**

*\*Finalists in this category have been selected based on a specific event within a nomination. Finalists should focus on the specific event during their presentation.*

**These finalists have been shortlisted because:**

- The finalist has made an impact on the end customer without having met them face to face.
- There is evidence within the nomination of the commitment to getting the right result for the customer.

**Our judges are looking for:**

- The story – they want to know what happened and what the finalist did.
- What inspired them to help?
- Evidence of how the customer felt and the impact they had on the customer.

## **12. Most Inspiring Front Liner of the Year**

*\*Finalists in this category can make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

**These finalists have been shortlisted because:**

- They are the top awarded public sector employees within the current award year.

**Our judges are looking for:**

- Stories that display customer/patient passion.
- A track record of consistent high standards evidenced through high quality nominations.
- Examples of “going the extra mile” in their role, to delight customers.
- Their view on why it is important to deliver excellent service.
- Evidence of the impact on their customers.

### **13. Customer Experience Professional of the Year**

*\*Finalists in this category can make reference to additional evidence outside of nominations received via The WOW! Awards to support their case.*

**These finalists have been shortlisted because:**

- They are the top awarded private sector employees within the current award year.

**Our judges are looking for:**

- Stories that display customer/patient passion.
- A track record of consistent high standards evidenced through high quality nominations.
- Examples of “going the extra mile” in their role, to delight customers.
- Their view on why it is important to deliver excellent service.
- Evidence of the impact on their customers.

### **14. WOW! You’ve Made a Difference (Private Sector)**

*\*Finalists in this category have been selected based on a specific event within a nomination. Finalists should focus on the specific event during their presentation.*

**These finalists have been chosen because:**

- Their customer has told us how they have made a real difference to their life.

**Our Judges are looking for:**

- The story about the something special they did.
- What inspired them to help?
- How it made them feel.
- Evidence of how the customer felt and the difference that they made to their customer’s life.

### **15. WOW! You’ve Changed My Life (Public Sector)**

*\*Finalists in this category have been selected based on a specific event within a nomination. Finalists should focus on the specific event during their presentation.*

**These finalists have been chosen because:**

- Their customer has told us how they have changed their life.

**Our Judges are looking for:**

- The story about the something special they did.

- What inspired them to help?
- How it made them feel.
- Evidence of how the customer felt and their impact on their customer's life.

### **The 100 Club**

This is not a category to be judged. This is simply a category for all individuals who have achieved 100 personal nominations within the last year. We will recognise these individuals with a small star trophy.