



Customer Happiness Awards 2022 - Scoring Process (Individual Nominations)

Customer Happiness Awards is a pioneering initiative to felicitate individuals who are blazing the trail with outstanding customer initiatives to deliver Customer Happiness par excellence.

It's our endeavour to ensure that we maintain the highest degree of transparency with each of the participating individuals as we go through the process of selecting the winners across categories.

Nominee Review Panel

The Nominee Review Panel will ascertain all the nominations that have come in and ensure they are legitimate entries who meet the criteria in the category they have selected. Upon acceptance of the nominations, the nominees will be informed and written submissions will be awaited.

Shortlisting Review Panel

Upon receipt of the supporting documents from the nominees, the Shortlisting Review Panel will assess the nominees on the basis of predetermined criteria which will remain constant across all individual award categories. Nominees who fulfill all the criteria and submit all the relevant documents and can demonstrate its worthiness for the award will be shortlisted as finalists. Shortlisted nominees will be notified.

CHSA Jury

The finalists will be required to meet the Jury for a Q&A round on a pre-decided date. The Q&A round will serve the purpose of dispelling any questions or doubts that the Jury may have. Ultimately, the nominee bagging the highest score on the written entry as well as the presentation combined will be the winner in the stated category. The CHSA Jury's decision will be final.

Customer Happiness Awards Scoring Overview

Each nomination will be scored against 4 parameters whereby the total score will be 100. Since the weightage assigned to each parameter will be different, the marking score for each parameter will not be equal.

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CRITERIA	DESCRIPTION	POINTS AVAILABLE
Strategy	<p>Briefly outline the main reason that prompted you to execute a new plan/program/initiative to enhance customer happiness within your business? What is your strategy with this idea?</p>	20 points
Systems, Standards & Metrics	<p>Please share how you ensured buy-in from the various stakeholders to execute the strategy. Please describe what local or global standards you used as a benchmark to formulate your strategy and plan. How did your organisation measure the customer experience and engagement before and after the strategy implementation?</p>	30 points
Effectiveness & Impact	<p>How can you show the impact and effectiveness of your plan? Please evidence data and customer and employee insights and measures to demonstrate the effectiveness of your project. What were the tangible results of your plan/program/initiative on customer happiness, employee delivery, and overall business results? (You can share data analysis, any reviews, recommendations, or citations received from verifiable customers and/or from reputed third-party consultants, websites and aggregators, or any recognition, awards and certifications received from reputed organisations to support your submission)</p>	40 points
Personal Resilience & Relevance	<p>Given the context of the pandemic, did you launch or introduce any special initiatives to ensure that you could continue meeting the needs of the customer? How did those initiatives impact the customer, the internal stakeholders and the company?</p>	10 points

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