



**Asia Customer Experience**



**“Best Overall Customer Experience”**



**Judging Process**

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**AsiaCX.com**

# Table of Contents

- 01** About Asia Symposiums
- 02** About AsiaCX
- 03** Judging Process Timeline
- 05** Awarding Criteria
- 06** Presentation Requirement
- 07** Video Presentation Requirement
- 08** Payment Method







ASIA  
SYMPOSIUMS

## About US

Asia Symposiums is a global research company that organizes premier events for technology and business leaders in Asia, focusing on innovation and industry advancement. These symposiums bring together visionary thinkers and experts to discuss trends, challenges, and opportunities in technology.

Featuring unparalleled networking opportunities, the symposiums address pivotal topics such as cybersecurity, AI, and digital transformation, delivering strategic insights and actionable takeaways for immediate impact. Our team of seasoned professionals is committed to crafting inspiring and memorable events, hosting specialized conferences that foster collaboration between end-users and solution providers.



Indonesia



Thailand



Philippines



Singapore



Australia

# ASIA CX

## About AsiaCX

In the midst of this dynamic, it is important to recognize and celebrate the achievements of those companies that have stood out in creating exceptional customer experiences. The Asia Customer Experience Award event aims to recognize companies that have shown outstanding commitment in improving their customer experience and achieving high levels of satisfaction.

Through this award, we want to inspire other companies to pursue excellence in customer service, promote innovation in customer experience, and strengthen the relationship between brands and customers.



**Integrity**



**Excellence**



**Collaboration**





## Awarding Categories

### Best Overall Customer Experience

Recognizing the company that consistently delivers outstanding customer experiences across all touchpoints.

### Excellence In Technology Implementation

Recognizing the company that effectively utilizes Technology to improve products, services, and overall experiences.

### Most Innovative Customer Experience Strategy

Honoring the company with the most creative and effective strategy for enhancing customer experiences.

### Customer Service Team Of The Year

Awarding the team that consistently provides exceptional service and support to customers.

### Best Use Of Technology In Customer Experience

Celebrating the company that leverages technology innovatively to enhance customer interactions and satisfaction.

### Customer Success Story Of The Year

Highlighting a specific success story where a company's customer experience efforts led to measurable improvements in customer satisfaction, loyalty, or business results.

# Judging Process

## Timeline

**1 October  
2024**

Open the call for  
nominations/applications  
registration

**20  
October  
2024**

Close the call for  
applications. Start initial  
screening to ensure all  
submissions are complete  
and meet the eligibility  
criteria.

**1 - 23  
October  
2024**

Schedule & Distribute  
Selection requirement briefing  
to the nominees.  
Including Presentation  
requirements & virtual  
presentation.

**24  
October  
2024**

Close the applications  
submission.

Distribute eligible applications  
to the judging panel for  
preliminary scoring.

**24 - 31  
October  
2024**

Start the Judging Process and  
schedule detailed evaluations

Judging and scoring process  
will be based on interviews,  
and virtual presentations.

**1  
November  
2024**

The Gala Dinner & awarding  
ceremony – publicly announce  
the winners.  
- Celebrate the achievements  
of all participants.





# Eligible Criteria

## “Best Overall Customer Experience”

This award recognizes an individual who consistently delivers outstanding customer experiences across all touchpoints within their organization.

The award honors a professional who exemplifies leadership and demonstrates excellence in their role, making a significant impact on their organization’s customer experience strategy and execution.

### Criteria

- **Leadership in Customer Experience:**  
The nominee must demonstrate exceptional leadership and influence in shaping and implementing the organization's customer experience strategy.
- **Customer-Centric Problem Solving:**  
Demonstrates an ability to handle complex customer challenges with innovative, empathetic, and timely solutions.
- **Innovation and Strategic Impact:**  
The nominee should showcase how they’ve driven CX innovations within their role—whether through new processes, technologies, or approaches that improve customer interactions.



# Judging Process

## “Best Overall Customer Experience”

### Presentation Requirements

Score	Content	Description
20%	Introduction and Role Overview	A brief introduction of the nominee, their current role, and responsibilities within the organization. Overview of how their role directly impacts the customer experience
30%	Leadership in Customer Experience	Highlight examples of leadership in driving customer experience initiatives within the organization. Showcase how the nominee inspires and influences teams to adopt a customer-first mindset.
30%	Innovation and Strategic Impact	Showcase any Customer Experience innovations the nominee implemented, such as new systems, technologies, or processes that significantly improved customer interactions. Provide data or metrics demonstrating how these innovations transformed the customer experience.
20%	Conclusion and Vision for Customer Experience	Summarize the nominee’s key contributions to customer experience. Highlight any plans for further enhancing customer experience in the long term.



# Judging Process



**“Best Overall Customer Experience”**

## Virtual Presentation Requirement

### Presentation Format:

- **Video Format:** The video should be between **5-8 minutes long. On the format MP4.**
- **Tone:** The tone should be professional yet engaging and personal, with a balance of storytelling and data-driven insights.
- **Visuals:** Incorporate dynamic visuals such as graphs, customer feedback clips, and product demonstrations. You can also use slides or animated transitions to make the content visually appealing.
- **Presentation:** The presentation should be structured and clear. Include a narrative that ties the contributions to the overall success of the organization’s customer experience strategy.
- **Video Submission:** Please send the video to **[events@asiasymposiums.com](mailto:events@asiasymposiums.com), maximum on 23 October at 8 PM.** Attached the video via Google drive/Dropbox/WeTransfer. Attach the video link on the email with email subject: **[Name\\_Company\\_Awarding Category](#)**



# ASIA

## 2024



# Thank You!



**Phone**

+65 9338 8988



**Mail**

events@asiasymposiums.com



**Website**

AsiaCX.com



**Address**

8 New Industrial Rd, #05-02 LHK 3 Building, Singapore 536200