



Asia Customer Experience



Customer Service Team of the Year



Judging Process

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

**24
October
2024**

Close the applications
submission.

Distribute eligible applications
to the judging panel for
preliminary scoring.

**20
October
2024**

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

**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 - 23
October
2024**

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

**1
November
2024**

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



Eligible Criteria



Customer Service Team of the Year



This award recognizes a customer service team that has demonstrated exceptional performance, delivering outstanding customer experiences and consistently exceeding customer expectations. The winning team will have shown excellence in teamwork, innovation, responsiveness, and a customer-first approach that sets them apart in their field.

Criteria

- **Outstanding Team Collaboration:**
The team demonstrates exceptional collaboration, working seamlessly to resolve customer issues.
- **Measurable Impact on Customer Satisfaction:**
The team can demonstrate tangible, measurable outcomes of their efforts, such as improved CSAT (Customer Satisfaction), NPS (Net Promoter Score), customer retention, or other key performance indicators.
- **Customer-Centric Mindset:**
The nominee should demonstrate creativity and resourcefulness in finding solutions, often thinking outside the box to address customer pain points, continuously seeking new methods to enhance customer engagement and satisfaction.



Judging Process



Customer Service Team of the Year



Presentation Requirements

Score	Content	Description
20%	Introduction and Role Overview	<p>A brief introduction of the nominee, their current role, and responsibilities within the organization.</p> <p>Overview of how their role directly impacts the customer experience</p>
30%	Team Collaboration and Performance	<p>Highlight the team's ability to work seamlessly together to resolve customer inquiries or challenges. Provide examples of how teamwork, communication, and a collaborative culture have led to quick resolutions, personalized support, and exceptional customer service outcomes.</p>
30%	Innovative Approaches to Customer Service	<p>The team should showcase creative or innovative strategies that have transformed the customer service process, resulting in improved customer experiences. The team should present of high levels of customer satisfaction, reflected in customer feedback, surveys, or satisfaction metrics such as CSAT (Customer Satisfaction Score).</p>
20%	Conclusion and Vision for Customer Experience	<p>Summarize the team's key contributions to customer experience.</p> <p>Highlight any plans for further enhancing customer experience in the long term.</p>

Judging Process

Customer Service Team of the Year

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, 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