



Asia Customer Experience



Excellence in Technology Implementation



Judging Process

AsiaCX.com

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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



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



Excellence in Technology Implementation



This award celebrates an individual who has leveraged advanced technology to revolutionize customer experience. The nominee has implemented cutting-edge solutions that enhance customer interactions, optimize processes, and lead to significant improvements in customer satisfaction and engagement. The focus is on the creative and effective application of technology to solve Customer Experience challenges and transform the customer journey.

Criteria

- **Customer-Centric Technological Solutions**
The awardee should show how their use of technology was deeply aligned with understanding customer needs and preferences. The solution must have been designed or tailored specifically to enhance the customer journey, making interactions easier, more personalized, and more satisfying.
- **Integration and Scalability of the Technology**
The awardee's solution should demonstrate a high degree of integration within the organization, ensuring it enhances rather than disrupts operations and long-term planning in the solution's deployment.
- **Technology Innovation and Strategic Impact:**
The nominee should showcase how they've driven Customer Experience innovations within their role —whether through technologies that improve customer interactions.



Judging Process



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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%	Technological Innovation and Implementation	The nominee must demonstrate how they introduced or integrated new technology to significantly improve customer experience. Provide examples of the specific technology and how it was applied to solve customer experience challenges.
30%	Technological Impact and Results	Demonstrate the technology's effectiveness in solving specific customer pain points or streamlining complex processes. Include metrics such as faster service delivery, improved response times, higher engagement, increased conversion rates, or more personalized customer interactions.
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



Excellence in Technology Implementation



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!



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