

# ASIA CX

## Asia Customer Experience



**Most Innovative Customer Experience Strategy**



## Judging Process

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# 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**



# ASIA CX

## Awarding Categories




### Best Overall Customer Experience

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



### Most Innovative Customer Experience Strategy

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



### Best Use Of Technology In Customer Experience

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




### Excellence In Technology Implementation

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






### Customer Service Team Of The Year

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



### 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

## Most Innovative Customer Experience Strategy

This award recognizes an individual who has developed and executed an innovative customer experience strategy that has transformed the way their organization interacts with customers. The nominee's approach should showcase creativity, forward-thinking, and a strong focus on enhancing customer satisfaction and loyalty through unique and impactful strategies.

### Criteria

- **Creativity and Originality:**  
The nominee should showcase exceptional creativity in developing innovative solutions that significantly enhance the customer journey.
- **Customer-Centric Problem Solving:**  
Demonstrates an ability to handle complex customer challenges with innovative, empathetic, and timely solutions.
- **Visionary Thinking:**  
The nominee should demonstrate the ability to foresee emerging trends and customer needs, crafting a unique and forward-thinking customer experience strategy that sets new benchmarks within the industry.



# Judging Process

## Most Innovative Customer Experience Strategy

### Presentation Requirements

Score	Content	Description
20%	<b>Introduction and Role Overview</b>	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%	<b>Strategic Vision and Creativity</b>	Highlight how the nominee's strategy addresses specific customer needs or challenges in innovative ways. The nominee must demonstrate a clear approach to developing a customer experience strategy that stands out for its creativity and originality.
30%	<b>Collaboration and Leadership</b>	Highlight how the nominee led cross-functional teams or collaborated with various departments to develop and execute the strategy. Provide details on the steps taken to roll out the strategy, including team collaboration and project management to ensure successful execution.
20%	<b>Conclusion and Vision for Customer Experience</b>	Summarize the nominee's key contributions to customer experience. Highlight any plans for further enhancing customer experience in the long term.



# Judging Process



Most Innovative Customer Experience Strategy



## 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!



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