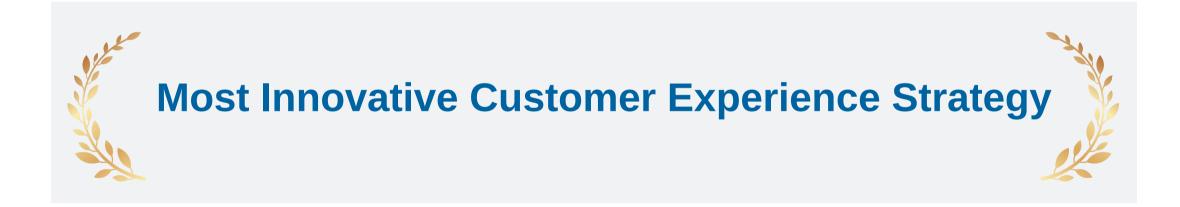
ASIA CINA Asia Customer Experience



Judging Process

AsiaCX.com

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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.



ASIA SYMPOSIUMS

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 GX

Awarding Categories





Excellence In Technology Implementation

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

Customer Service Team Of The Year

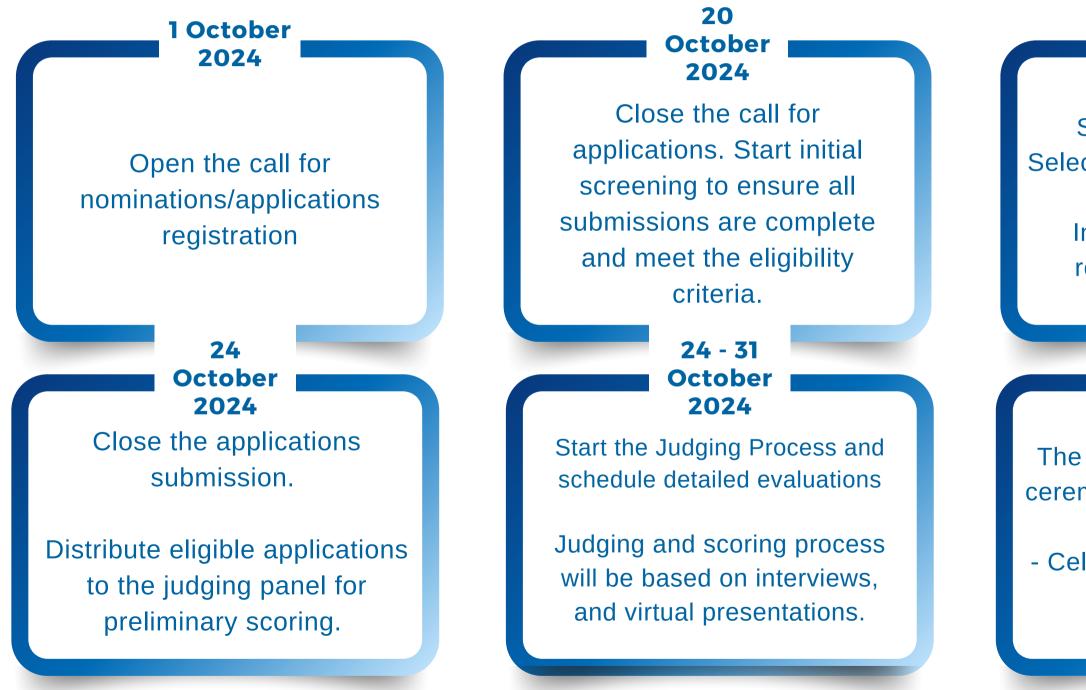
Awarding the team that consistently provides exceptional service and support to customers.

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 - 23 October 2024

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

> November 2024

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



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

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.



solutions that significantly enhance the customer journey.



Judging Process



Most Innovative Customer Experience Strategy

Presentation Requirements

Score	Content	
20%	Introduction and Role Overview	A brief introduction of Overview of hore
30%	Strategic Vision and Creativity	Highlight how the r challenges in inn approach to develop
30%	Collaboration and Leadership	Highlight how the various department the steps taken to rol mar
20%	Conclusion and Vision for Customer Experience	Summarize the Highlight any plans fo



Description

- of the nominee, their current role, and responsibilities within the organization.
- ow their role directly impacts the customer experience
- nominee's strategy addresses specific customer needs or novative ways. The nominee must demonstrate a clear ping a customer experience strategy that stands out for its creativity and originality.
- nominee led cross-functional teams or collaborated with ts to develop and execute the strategy. Provide details on Il out the strategy, including team collaboration and project nagement to ensure successful execution.
- nominee's key contributions to customer experience. 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, 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 CH



Thank You!



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