

ASIA CX

Asia Customer Experience

Best Use of Technology in Customer Experience

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

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

**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

Best Use of Technology in Customer Experience

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

- **Innovation in Technology Application**

The nominated company must demonstrate how they have creatively implemented technology and forward-thinking applications of technology to enhance customer experience. This can include the adoption of AI, automation, chatbots, CRM systems, omnichannel solutions, or other advanced technologies.

- **Advanced Technology Integration**

The company should showcase how they've effectively integrated advanced technologies such as AI, machine learning, IoT, data analytics, cloud platforms, or automation tools into their customer experience operations.

- **Security and Compliance**

The company must demonstrate how their technology ensures the protection of customer data, maintaining the highest standards of cybersecurity, compliance, and privacy regulations.

Judging Process



Best Use of Technology in 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%	Data-Driven and Operational Efficiency through Automation	The company's technological infrastructure is scalable, use advanced encryption, authentication protocols, and data protection measures, ensuring customer trust through secure interactions.
30%	Omnichannel Integration and Technological Impact	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.
20%	Conclusion and Vision for Customer Experience	Summarize the nominee's advance technology adaptation in customer experience engagement. Highlight any plans for further enhancing customer experience in the long term.

Judging Process



Best Use of Technology in 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, **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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