

Client Experience in Professional Services (CXps)

CX-cellence Award

Call for Entries



Submission Due: March 19, 2018

2018 Call for Entries

About the CX-cellence Award

Client Experience is a journey not an event. In this, its first year, the Client Experience Excellence (CX-cellence) Award is designed to celebrate client experience innovation and ideas. Is your firm continuously seeking to improve your clients' experience? Have you started (or completed) a CX initiative you'd like to submit? We are looking for new and innovative strategies for creating positive client experience outcomes.

Unlike projects that have a defined beginning and end, building client loyalty is an ongoing process. The submittals we're looking for include:

- Innovative CX ideas (regardless of whether you've implemented or not)
- Initiatives that are in progress (tell your story about how it's going and what you've learned)
- Measurable CX Outcomes that are creating value for your clients and your firm
- Spectacular CX failures (yes, we often learn more from the things we try and fail than our successes)

Categories

CX Initiatives should be focused on creating positive outcomes for your clients. *Please submit your Entry Form for one of the following CX-cellence Award categories:*

- ***Purposeful leadership:*** Leaders demonstrate intentional CX behavior. They model their firm's core values consistently and encourage decisions to be made based upon core CX values.
- ***Compelling brand values:*** Brand attributes focused on creating differentiated client experience. Leaders use these brand values to drive decisions about interactions with clients.
- ***Employee engagement:*** Demonstrated commitment by employees to living the firm's CX culture in their engagement with their clients internally and externally.
- ***Client connectedness:*** Demonstrated process to integrate client feedback (VoC) initiatives and insight throughout your firm.

Judging

Entries will be judged based on how the initiative design and/or process will enable the firm to deliver a consistent and sustainable positive client experience. There are **three award levels** and submittals will be eligible to receive one of the three awards. Once the judging has been completed, entrants will be notified regarding whether their submitted CX Initiative will be honored with an award, but the specific level of the award will not be announced until the CX-E Awards Luncheon held at CXps 2018 on May 23, 2018 in Durham, North Carolina.

How to Submit

Submit a PDF document detailing your responses to the questions on the Entry Form (next page). Include any information you feel is important to help judges better understand the initiative being considered. Please keep your entire submittal to a maximum of 8 pages (no minimum page limit).

Want to be creative? If you feel you can tell your firm's CX story more powerfully through a video submittal, go for it! *Be sure to complete the fields identified with an * on the Entry Form* regardless of how you choose to submit your CX Initiative.

All submissions must be emailed to sally.orcutt@clientexperience.org no later than 10 pm on Monday, March 19, 2018. If you require a Dropbox link for your submittal, please email Sally to request.

Entry Form 2018 CX-celence Award

Identify CX Category:*

- Purposeful Leadership
 Employee Engagement

- Compelling Brand Values
 Client Connectedness

CX Initiative Status:*

- Innovative CX ideas (regardless of whether you've implemented or not)
 Initiatives that are in progress (tell your story about how it's going and what you've learned)
 Measurable CX Outcomes that are creating value for your clients and your firm
 Spectacular CX failures (yes, we often learn more from the things we try and fail than our successes)

Name of CX Initiative (10 words or less):* _____

Firm Name:* _____

Firm Contact Name:* _____

Contact Phone:* _____ Contact Email:* _____

At a minimum, all submittals should answer the following questions.

- WHY did you choose to consider (and/or implement) the CX initiative chosen?
- WHAT positive client experience outcome is your firm hoping to achieve (have you achieved)?
- HOW is the initiative setup for ongoing success and consistency?
- WHO in your firm is involved in execution of this initiative?
- WHAT feedback have you received from your clients related to this initiative (not applicable for Spectacular CX failures)?

Please include any additional information you believe will be relevant to the judging process.

CXps 2018 – are you ready to join us?

Client Experience in Professional Services, #CXps, is where innovators and leaders responsible for designing and implementing client experience strategies for their firms meet, get inspired, and strategize for 2018 and beyond.

Less than 5% of professional services firms (engineers, architects, construction, legal, accounting, etc.) have an established Client Experience (CX) culture within their firms. Industry innovators, like you, recognize that CX is and will continue to be the differentiator that allows their firm to avoid commoditization.

Join your peers at CXps 2018 (www.clientexperience.org). This community is passionate about delivering exceptional client experience. And, they recognize the value they receive from this community.



Frequently Asked Questions (FAQs)

What do winners receive? The winners will be recognized on Client Savvy's website and through our social media channels. They also receive an award to display, a digital badge, and the rights to use the information about winning the award in their marketing materials.

We want to include confidential information, will it be shared? Please identify any information that you want to be held confidential. If you are selected as a finalist, we will work with you about the appropriate wording to respect confidentiality.

Is there an application fee? There are no application fees and no hidden fees that will affect the judging of applicants.

If we are one of the winners, will we be able to put out a press release? All finalists and award winners will be able to refer to this award in any communications.

We don't have the best client experience in our industry, is it worth entering? Yes! Client experience is a journey, not an event. We are looking for efforts that are having a positive effect. That includes innovative ideas that did not succeed, as planned, but provided a great learning opportunity.

Will there be more than one winner? We expect there will be multiple winners. The actual number of winners will be determined based on the number applications received.

Can we enter if we are not in the U.S.? This award is open for entrants from around the world. The only requirement is that the Entry Form must be submitted in English.

We are doing some great things in a part of our company, but not everywhere. Is it worth applying? Absolutely. Transformation often starts within certain areas of a company and grows.

Can we send in more than one application for a company? Yes! If your firm is working on CX initiatives in multiple areas or within different groups, you can submit multiple entries or combine the initiatives into one submittal. (Note: if submitting more than one entry, please use distinctive names for each)

Are we able to provide supplemental information like a PowerPoint or Video in the submission? Please keep your written submittal to 8 pages (there is no minimum required). If you would like to submit a video you can do that. However, be sure to also submit the required information from the Entry Form.