



CALL FOR ENTRIES

# EXX-cellence Award

**Submission Due:** March 3, 2025



# About the Award

Client Experience is a journey- not a destination.

The **Client Experience Excellence (CX-cellence) Award** celebrates the path organizations take on their CX journey to create excellent client experiences through their innovation and ideas.

Unlike projects that have a defined beginning and end, building client loyalty is an ongoing process. The submittals we're looking for include, but are not limited to:

- **Innovative CX and EX ideas** (regardless of whether you've implemented them already or not)
- **Ambitious starts** (tell your story about what you've started, how it's going, and what you've learned)
- **Measurable CX or EX outcomes** that are creating value for your clients and your firm

**Is your firm continuously seeking to improve your clients' experiences?** 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.

# Entry Criteria

## What is the first rule of the CX-celence awards?

**There are no rules of the CX-celence awards!** That is what makes this award as unique as the journey you and your organization are on.

We are looking for entries that showcase innovative CX and EX concepts, strategies, and initiatives. What has worked for your organization? What have you learned? What measurable outcomes have you had? What are your clients saying? What idea did your organization think would be a slam dunk to improve CX, but ended up being a dud? While we are certainly interested in learning about successful CX outcomes, learning from others' challenges can be just as important and valuable.

## Judging

Judging will not only be based on the innovation of your CX design and/or process, but also the demonstration of purposeful leadership, your focus on creating a differentiated client experience, employee engagement, client connectedness, and measurable outcomes (even if it didn't measure well!).

Entrants will be notified regarding whether their submitted CX Initiative will be honored with an award around the middle of March. Awards will be officially announced at the awards presentation held at CXps 2025 in Rio Grande, Puerto Rico June 12-13, 2025.



# How to Submit

We don't want to constrain your ability to submit an entry. Tell your story how you think best showcases your efforts and investments into CX and EX. While we don't have many hard and fast rules, we do offer some guidelines help you.

## Submission Criteria:

- You must complete the **CX-cellence Award entry form** and complete all fields within the form.
- Your submission\* must clearly convey why you believe your organization should win a coveted CX-cellence Award, and answer the questions highlighted within the submission form.

### \* The "vehicle" of your submission is up to you!

*Examples of submission styles include (but are not limited to): written submittals that answer the question laid out in the entry form, case study analysis of your initiative, PowerPoint Presentation, reenactment or documentary style video, story board, song, spoken word, etc.*

All submissions must be emailed to  
[hello@clientexperience.org](mailto:hello@clientexperience.org)  
**no later than 11:59 p.m. ET March 3, 2025.**

If your submittal is over 20MB in size, please use  
a file sharing service and send us the link!



# Entry Form

Name of CX Initiative:\*

Firm Name:\*

Firm Contact/Submitter Name:\*

Contact Phone:\*

Contact Email:\*

**CX Initiative Status:\***

Ideation Phase

Implementation Phase

Measurement and Maintenance

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

**WHY** did you choose to consider (and/or implement) the CX initiative identified?

**WHAT** positive client experience outcome is your firm hoping to achieve (or have you achieved)?

**HOW** is the initiative setup for ongoing success and consistency?

**HOW** has this initiative (or, if you're just getting started, how do you hope this initiative) will engage your whole team?

**WHAT** feedback have you received from your clients and/or employees related to this initiative (if initiative is in the implementation or measurement phases).

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



# What do winners receive?

The winners will be recognized at CXps 2025 at an Awards ceremony. They will also be highlighted on Client Savvy's website and through our social media channels. They will receive an award to display, a digital badge, and the rights to use the information about winning the award in their marketing materials.

Winners will also be invited to share their stories at virtual Q&A sessions after CXps. Though not required, we hope you'll consider sharing your winning ways with our community!



# Frequently Asked Questions



## **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?**

Yes! We hope you will tell the world about your award. Winners will be given guidelines on press embargoes, announcement dates, etc. when notified.



## **We don't have the best client experience in our industry, is it worth entering?**

Yes! Client experience is a journey, not a destination. We are looking for efforts that have 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 and any supporting materials 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)



## **We have a question not answered here?**

Please contact us at [hello@clientexperience.org](mailto:hello@clientexperience.org) for any additional questions you may have!