

2016 ACE AWARDS

ONLINE APPLICATION FORM



This is an example of a nomination form for the 2016 ACE Awards. It is intended to help Confirmit customers to understand what the judges will be looking for in their application. We recommend that applicants review the form before submitting their nomination. Nominations must be made via the online form. **Applications received in any other format will not be accepted.**

If you have any questions about this example document, please speak to your Confirmit Account or Project Manager, or email aceawards@confirmit.com.

Which category/categories are you entering?

Voice of the Customer	Voice of the Employee	Best Use of Innovation in Customer or Employee Engagement	Overall Business Impact	Contact Center	Insight through a Market Research Agency
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Company Name

Secondary contact person

Street address 1

Secondary email address

Street address 2

Secondary phone number

City, State, Zip

Business, business unit, or segment applying for award

Country

Primary contact person

Phone number 1

Email address

Web site

Name of your Confirmit Account or Project Manager

Please upload a High-res Jpeg of your company logo:

UPLOAD

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Please provide a 100 word summary of your business (e.g. your company boilerplate).

Example Industries is a leading retailer with operations around the world. We serve our customers by providing great products, great service and great prices. People around the world rely on us to help them in their day to day lives and to bring them closer to achieving their dreams.

As the leader in our marketplace, Example Industries is proud to have over a million customers, and one of the most loyal customer bases to be found. We're committed to creating innovations that will drive the market and ensure we meet the needs of our customers now, and in the future.

What is the name of your program (if applicable)

CustomerFirst

Program/Survey Name (Exact name of survey) as displayed in the Confirmit CustomerSat, Confirmit SODA or Confirmit Horizons application. If your program consists of multiple surveys, please only name the main survey (e.g. relationships survey, or the survey containing your key metric).

Example Ind_VoC_FINAL

Survey ID Number(s) (as displayed in Confirmit CustomerSat, Confirmit SODA or Confirmit Horizons, if available)

P12345678

Date for program overall

(This is the full period for which your program has been running)

Dates Covered by Award Application

(To be eligible for a 2016 ACE award, your program must have been running for at least 6 months between Jan 1, 2015 and Dec 31, 2015)

Date survey launched:

17 April 2012

1 Jan 2015

Date finished, if applicable:

n/a

31 Dec 2015

Type of surveys within program:

Relationship Transactional/Touchpoint Both

Other

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Frequency of Relationship Survey if applicable

Monthly

Touchpoints covered if applicable

(e.g., website, call center, post-purchase etc.)

Web visit (pop-up), Web post-purchase (email), Contact Center call (IVR)

Is your program global?

Yes

No

How many countries does your program operate in?

4

Which languages are supported?

English, French, Spanish, Italian

Describe the scope of the program you are submitting for an award

The program started as an annual relationship survey run in 12 monthly waves and we've now introduced 4 touchpoint surveys to complement that relationship survey. Touchpoint surveys are deployed shortly or immediately after a customer interaction (depending on the channel) and are all linked to an alerts process. The survey content varies, depending on the interaction, but all require the customer to state their likelihood to recommend Example Industries to a friend, as per the NPS® methodology. Customers providing a score of 6 or less flag an alert for follow-up which is escalated until the right person takes action.

Size of survey audience (Select one)

Census (survey sent to full customer list)

Sample Population - Size of survey sample: 5000

Average Response Rate across period of nomination

23%

Key Metric Question

(this is the question within your survey that drives your key metric for the program e.g. OSAT, NPS, etc.)

NPS

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Improvement in this Metric across period of nomination (please provide as a %)*

*-please note that a high improvement rate is not necessarily required to qualify. If your program has been running since before Jan 1, 2014, please state improvement rate from Jan 1, 2015 until the end date, or Dec 31, 2015.

12%

Action Taken: Please provide 3 examples of action taken by your organization as a direct result of feedback received through your program.

1) We've implemented new help pages to our website, after customers told us they wanted to be able to find more information without calling our contact center. The content is reviewed quarterly against customer comments to ensure we cover as many queries as possible.

2) We've built an escalation path to deal with customer complaints which goes all the way up to the CEO. Alerting means that customers proving a poor score to our key metric question will be contacted within 3 hours so we can try to resolve their issues.

3) We've upgraded our staff training program, so it's now based on both employee and customer feedback. Instead of taking a whole team out of action for 2 days of training, we're able to pinpoint people with specific needs and address those needs directly. It's saved us time and money!

Sharing Feedback: Please provide up to 3 departments in your organization who have regular or live access to feedback results.

	How do you share data with Marketing?	What impact has the program had on Marketing?
1	<p>Marketing</p> <p>Marketing have live access to data through Active Dashboards in Confirmit Horizons.</p>	<p>The Marketing team accesses feedback about our website which is gathered from site visitors and used the same KPIs as the rest of the business. The team has used that data to introduce changes to the website that provide a better user experience and convert more leads into sales. In 2015 we introduced a live chat function (which also reduced calls into our call center) and improved the search function.</p>
2	<p>Customer Service</p> <p>Through live dashboards that include Action Management.</p>	<p>The team uses the alerts management feature to follow up with customers who've requested a call back, or who provide a score below a defined threshold. The service reps now follow up much more quickly than was possible in the past and we've reduced the number of calls into our contact center by 10% by actively contacting customers.</p>

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The Executive Team

How do you share data with the Executive Team?

The team views a global dashboard, built into Conconfirm Reportal which allow them to compare KPIs across regions and drill down into detail as required.

What impact has the program had on the Executive Team?

The team used the insights gathered from our VoC program to build a dedicated CX team whose members are empowered to make life easier for customers, fixing their issues and sharing approaches that have worked in order to create best practices.

Which of the following areas has your program achieved?

Revenue increase

Cost reduction

Company culture change

Other

Don't know

Please provide details for Revenue increase

The changes to the website have increased online sales by 5% in 2015 and the referrals program which is built into our relationship survey has led to over \$100,000 in reference-based sales.

Please provide details for Company culture change

Because every employee now has access to customer feedback insights, there's an increased sense of everyone owning the customer relationship. Our aim of being as customer-centric as possible relies on being able to share data and we're making real progress in that area. All employees are able to compare their performance against company/regional/departmental averages and are encouraged to share best practices.

Are you currently integrating data from your Voice of the Customer and Voice of the Employee programs?

Yes

No, but planning to in 2016

No

Please provide details

We bring data from both programs together to help identify training needs for team members and to recognize employees that are providing outstanding customer experiences. By correlating the information, we've been able to generate a more holistic view of the customer experience and understand which touchpoints require re-engineering and which use processes that we can replicate elsewhere.

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In 50 words or less, please tell us what makes your program successful or unique.

The level of enthusiasm from our employees makes the difference. They all regularly check the latest feedback results and frequently use our internal communications mechanism to make suggestions based on what customers have said. We've been taken aback by the quantity and creativity of our staff's suggestions.

Certification

I certify, to the best of my knowledge, that the above information is true; that the above survey(s) have been conducted fairly and objectively; and that the above scores are representative of the entire customer base to which the survey scope extends. I understand that Conformat may review the above surveys and scores to verify that requirements have been met. Conformat is hereby granted permission to use my company name and the information provided in this nomination for Conformat marketing and PR purposes.

I Certify

Title:

VP Customer Experience

Date:

17 Feb 2016