

# Welcome to your 2019 Awards Journey

We've put together this guide to provide direction and helpful hints about what to include in your nomination. One of the key pieces of feedback in our review of the ISEA judging process was that many new nominators didn't fully understand what information we were looking for in this stage of the judging process, so we've redesigned the nomination form to give greater clarity around how we judge and what we're looking for.

## Judging Criteria

The judging criteria are largely based on the International Customer Service Standard (ICSS:2015-2020), a framework of 27 specific measures designed to assist organizations in delivering consistently high levels of service. Using a balanced scorecard approach, these 27 measures can be grouped into four distinct perspectives:

- **A service perspective...** how do you deliver a *high quality of customer service in your organization?*
- **An operational perspective...** how do you ensure *consistency in the delivery of customer service?*
- **A learning and growth perspective...** how do you create a culture of customer service...*what do you put into it?*
- **A financial & governance perspective...** how does customer service deliver to the performance of the individual or organization overall... *what do you get out of it?*

As part of your nomination submission, we want you to talk to these, providing an overview of the individual, team, project, or organization, and explaining their performance in the last year in relation to these four perspectives.

## Nomination Information

- The nomination forms have been created in Microsoft Word so that they can be edited easily – if you need more space for a response, please add a page (or two!). **Just remember that the overall word count needs to be no more than 2,500 words.**
- **You can include documentation** to support your nomination if you'd like. Be aware that there is an upload limit of 20MB, so please keep the file size under this.
- We don't expect a comprehensive response for every question - the nomination forms are designed to be used with all of the ISEA categories, and we're aware that not every element is applicable to every individual or organization. But it is worth reading the ICSS and thinking about how your nominee delivers to each of these elements.
- **Use specific examples** and case studies as evidence where possible as evidence of your nominees performance across each perspective.
- **Nominations need to be submitted no later than 5:00pm CST, 27<sup>th</sup>, September 2019.**

## 2019 International Service Excellence Awards

It has been 12 years since the inaugural International Service Excellence Awards (ISEA) recognized and rewarded the ingenuity and innovation of the globe's most outstanding customer service driven organizations and individuals. Entrants see a range of benefits in participating in the ISEAs, including:

- Recognizing the organization's achievements in customer service, enhancing its reputation with customers and competitors.
- Reinforcing the customer service focus within the organization, building both a greater confidence in working with customers and increased customer experience.
- Acknowledging and rewarding key team members for their contribution to the organization.
- Building the profile and legitimacy of customer service as a true profession.

With each year passing the Awards have grown in both size and stature, and an International Service Excellence Award is now a recognized and sought-after symbol of both personal and business excellence.

## Who can enter?

The International Service Excellence Awards is about rewarding and recognizing customer experience in all organizations – regardless of size or location. The International Service Excellence Awards are open to all individuals and organizations.

## Categories

The International Service Excellence Awards recognize individuals at all levels within organizations, as well as organizations from corporates through to small businesses. Following a complete review of the program, the categories for the 2019 International Service Excellence Awards are:

**For individuals ([individual nomination form](#) and [online submission form](#) – nomination form can be attached to the online submission form. Both must be completed.)**

- **Customer Service CEO of the Year**  
This category targets business leaders and looks at their role in driving an organization toward true customer centricity. The category is open to all business leaders, including CEOs, Managing Directors, General Managers and small business owners.
- **Customer Service Executive of the Year**  
Customer Service Executive of the Year is open to C-level executives with a direct responsibility for customer service as part of their role, including Chief Operating Officers (COOs), Customer Experience Officers (CXOs), Executive General Managers and Vice Presidents of Customer Service. Unlike Customer Service CEO of the Year, this is a category that targets c-suite roles that predominantly focus on customer service.
- **Customer Service Manager of the Year**  
Customer Service Manager of the Year suits those roles behind the frontline but below c-level, and can include Customer Service Managers and Customer Experience Managers.

- Customer Service Leader of the Year**  
This category is aimed at team leaders managing a team that services internal or external clients. While they might also take a frontline role in working with customers, their role is predominantly around managing a team of frontline service professionals.
- Customer Service Professional of the Year**  
This award champions the people who deliver customer service everyday...the frontline team members who work with internal or external clients.
- Customer Service Advocate of the Year**  
Advocate of the Year is aimed at recognizing customer champions at any level in a business, from the frontline to the c-suite. These people in an organization are the ones that demonstrate true passion for customer service excellence in everything they do, and infect those they work with this zeal and commitment.

**For organizations ([organization nomination form](#) and [online submission form](#) – nomination form can be attached to the online submission form. Both must be completed.)**

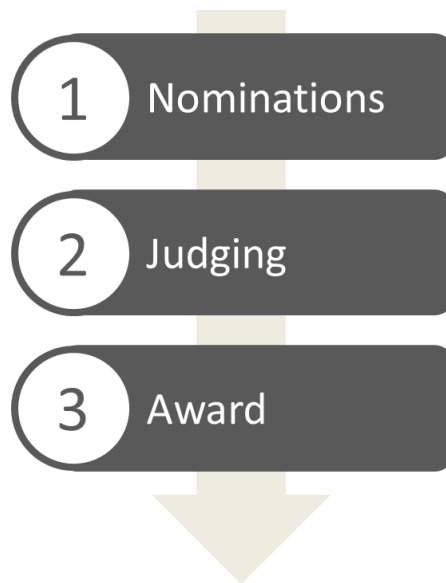
- Customer Service Organization of the Year - Large Business**  
This category recognizes organizations that have championed customer service throughout the business in 2019, and is open to organizations with more than 2,500 full-time employees.
- Customer Service Organization of the Year – Division of a Large Business**  
This category recognizes divisions/business units that have championed customer service throughout the business in 2019, and is open to organizations with more than 1000 full-time employees. (Please note, the division or business unit can have as few as 8 individuals)
- Customer Service Organization of the Year - Medium Business**  
Like the Large Business category, this award recognizes organizations that have championed customer service throughout the business in the past year, but targets businesses with between 251 and 2499 full-time employees
- Customer Service Organization of the Year – Division of a Medium Business**  
Like the Division of a Large Business category, this award recognizes organizations that have championed customer service throughout the division/business unit in the past year, but targets businesses with between 251 and 2499 full-time employees. (Please note, the division or business unit can have as few as 5 individuals)
- Customer Service Organization of the Year - Small Business**  
Targeting businesses with fewer than 250 full-time employees, this award recognizes smaller organizations in the International market.
- Customer Service Organization of the Year - Government**  
The CSIA understands that there are specific legislative requirements and budget limitations for government organizations that mean customer service excellence needs to be delivered in a different (and often, creative) way. This category recognizes government organizations – be they federal, state or local government – as a separate group as a way of acknowledging this difference.

- **Customer Service Organization of the Year - Not-for-profit**  
While budget isn't everything in customer service, we recognize that the structure of many not-for-profit organizations limit their abilities when it comes to customer service delivery. This category levels the playing field in providing a specific category for these vital organizations.
- **Service Excellence in a Large Contact Center**  
This award recognizes frontline teams in larger contact centers - those with more than 250 seats – for the critical role they play in customer service delivery.
- **Service Excellence in a Contact Center**  
This category targets frontline teams in contact centers... those under 250.
- **Visionary Award**  
The Visionary award is awarded to an organization focused on not only continuous improvement, but looking and working beyond what is foreseen and creating ways to serve and innovate that are unique and revolutionary.
- **Customer Focused Innovation**  
This category recognizes organizations that go above and beyond in ensuring all investments made benefit the customer above the organization – truly placing the customer at the heart of the organization.
- **Customer Service Project of the Year**  
This category recognizes organizations that have implemented a project, in the award year, designed specifically to enhance customer experience. This category is has sub categories as well – Continuous Improvement, Customer Impact, Service Transformation, and Service Innovation. Simply submit in the category of Customer Service Project of the Year and the judges will take it from there.
- **Customer Service Team of the Year**  
This category recognizes a team within and organization who has moved the dial in some way with regards to service improvement. This could be through rigorous process improvement, design and development of a project or company initiative, etc.
- **Employee Engagement Award**  
Employee engagement is key not only for a happy workforce and work environment, but integral in generating and maintaining outstanding customer relationships and experiences. This award truly demonstrates and organization who has “got it right” internally, leading to external success.
- **Customer Culture Award**  
Culture is king, well, and the customer. Having a culture laser focused on customer and corporate values; why a company exists and how the team members each contribute to that vision. This category recognizes those organizations and the dedication to developing and maintaining a Customer Culture.

Our categories are designed to ensure that any person or business working within the customer service space is eligible, so contact us if you're unsure about which apply to you. If you are a regular entrant, please note that some of categories and their definitions have changed.

## Awards Process

The judging process for the International Service Excellence Awards comprises three distinct parts:



## Key Dates To Remember

- **February 2019** – ISEA nominations open
- **27<sup>th</sup> September 2019** – ISEA nominations close
- **14<sup>th</sup>-18<sup>th</sup> October 2019** – finalists are notified
- **Mid-October through early-December 2019** – On-site/WebEx interviews (for organizations and teams) and telephone interviews (for individuals) are completed
- **Week of January 6<sup>th</sup> 2020** – All finalists notified if they were successful in their category/categories
- **27<sup>th</sup> January 2020**– International Service Excellence Awards award winners are announced via media release, website and social media

## Fees

**Individual** nominations are \$197 (includes telephone interview with awards judge)

### Organization fees:

Small Business (< 100 FTEs) - \$97 submission fee and \$997 WebEx “visit” fee for finalists (Note: the \$97 submission fee deducted if move forward as a finalist)

Organizations (> 100 FTEs) - \$347 submission fee and \$2,997 on-site visit/WebEx fee (per-site). Travel expenses not included. (Note: the \$347 submission fee is deducted if move forward as a finalist)

## 1) Nominations

Organizations and individuals can nominate by downloading the submission forms, completing it and mailing it to us at [info@serviceinstitute.com](mailto:info@serviceinstitute.com). You'll receive an email confirming receipt of your nomination.

The judging criteria are largely based on the International Customer Service Standard (ICSS:2015-2020), a framework of 27 specific measures that can be applied equally to government, not-for-profit and for-profit organizations of all sizes and across industry sectors. Using a balanced scorecard approach, these 27 measures can be grouped into four distinct perspectives:

- A service perspective... how do you deliver a high quality of customer service in your organization?
- An operational perspective... how do you ensure consistency in the delivery of customer service?
- A learning and growth perspective... how do you create a culture of customer service...what do you put into it?
- A financial & governance perspective... how does customer service deliver to the performance of the individual or organization overall... what do you get out of it?

As part of your nomination submission, we want you to talk to these, providing an overview of the individual, team, or organization, and explaining their performance in the last year in relation to these four perspectives. For a copy of the ICSS, contact us at [info@serviceinstitute.com](mailto:info@serviceinstitute.com).

While the **individual criteria** for a becoming a finalist vary across the categories, successful nominations in the past have:

- Provided a **clear explanation of the organization, its customers and the customer service challenges it faces**
- Demonstrated the **passion for exceeding customer expectations and achieving customer service excellence** within an organization, a team or an individual, including an infectious impact on the way the rest of the organization approaches customer service.
- An accurate **description of the breadth and depth of activities / projects...** how many customers are impacted? How large is the project within the business?
- Shown the **effectiveness of people and programs...** what results have been delivered by the nominee and their work?
- **Demonstrated continuous review and improvement** in what they're doing.

You can include supporting documentation as part of your nomination, but be aware that there is a word limit of 2,500 words for organization nominations and 1,500 words for individual nominations.

## 2) Judging

Judging for the ISEAs follows two distinct approaches: organization nominations are evaluated with an on-site visit, while individuals are evaluated with a structured telephone interview.

### **How are organizations judged?**

Like nominations, the judging of finalists is based on a framework built from the International Customer Service Standard (ICSS 2015-20). While the individual measures vary from category to category, they include consideration of:

- How well the organization or individual recognizes the importance of a strategic relationship with customers, taking on board feedback and complaints, and using this insight to drive business improvement;
- How the organization or individual engages and communicates with stakeholders both inside and outside the organization;
- How customer service is used within the organization or by an individual to improve the quality of processes, products and services of the organization;
- How technology and innovation is used by the organization or individual to improve the quality of customers service;
- How the organization or individual drives organizational change toward customer service excellence.

### **On-site/WebEx visits - organizations**

One of the more important judging criteria for organizations is that of customer service passion – that there is an organizational enthusiasm for customer service excellence. This is something that simply cannot be evaluated by reading documents or by speaking to organizational representatives over the telephone: our judges need to see this passion firsthand. For this reason, all of the organizational judging is conducted on-site, providing an opportunity for finalists to further demonstrate their commitment to the customer, as well as answer questions that might not have been answered in the original submission. Site visits are usually six hours in length and include a high-level presentation to judges, detailed review of the submission, as well as a Q&A session and walk-around.

Judging for multiple nominations within an organization is generally bundled together when they're all on the one site, resulting in one site visit fee (for example, if an organization nominates and are chosen as finalists for both Customer Focused Innovations and Service Excellence in a Contact Center).

### **Telephone interviews - individuals**

With nominees for individual categories spread throughout the globe, judging for individuals is conducted over the telephone to ensure a standardized approach. These interviews are scheduled to fit in with the finalist's availability and work schedule, and normally take between 30 and 45 minutes. The interview is structured as a dynamic conversation, covering a range of topics with an emphasis on presenting case studies and examples. While no formal preparation is required, we suggest individuals review the past year's achievements in driving customer service excellence.

### **3) Awards**

Awards are determined by the International Service Excellence Awards judging panel and are based on scores assigned during the on-site/WebEx visits and interviews.

All finalists are notified if they are successful in their category and, if so, will be featured in a CSIA media release, CSIA's website, and CSIA social media posts. Our team will also assist with provided quotes, if requested, for ISEA winners' media releases.

Due to the large scope and area covered for these awards, there is no formal, in person awards ceremony. All awards are shipped to the winners the same month the winners are announced to the public.

### **Other Questions?**

Please reach out to us on +1-630-541-9545 or email us at [isea@serviceinstitute.com](mailto:isea@serviceinstitute.com).



# Credit Card Authorization Form

## Payment Details Credit Cards only

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Type of Card: (circle one) MasterCard    Visa    American Express

Expiration \_\_\_\_\_ Amount to be charged: \$ \_\_\_\_\_

CVV ( 3-digit number on back of card) \_\_\_\_\_

[AmEx 4 digits on front of card]: \_\_\_\_\_

Signature: \_\_\_\_\_



### Please return to:

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**Email:** [info@serviceinstitute.com](mailto:info@serviceinstitute.com)

or [Christine.churchill@serviceinstitute.com](mailto:Christine.churchill@serviceinstitute.com)

Internet: [www.serviceinstitute.com](http://www.serviceinstitute.com)

### Disclosure:

Your personal information will not be disclosed to any third party without your consent.