Welcome to the GRQC Customer Experience Award application! By virtue of your pursuit of this award, you are demonstrating your commitment to focusing on continuous improvement and achieving excellence in how you treat your customers, meet their needs and create a great customer experience.

*Tip: Download this application file and save it under a new name. Send the completed file to* *awards@grqc.org*.

**Organization Profile**

Please complete the following in order to provide a brief overview of your organization.

Organization name:

Applicant (application contact):

Applicant email:

Applicant phone:

Organization sector (check one):

* Not for Profit
* Business
* Healthcare
* Government
* Education

Organization website (please provide link):

Is your application on behalf of your entire organization or a subset within your organization (e.g., a business unit, department, ward, floor, grade, building, plant, region, subsidiary, etc.)? Please explain the key management links if the applicant organization is part of a larger parent organization.

Please describe the customer population covered by this application. For example, does “customer” in the application refer to all customers you serve, or are they a sub-set of customers within your organization, such as those served by a business unit, who purchase a specific product or service, reside within a specific geography, or are a sub-set of the total markets served?

Applicant organization description (please provide a brief description of the applicant organization’s employee base, locations, products and services, customers and, if applicable, the regulatory environment under which you operate).

**Application** **Preamble**

Before presenting the questions which form the basis for the **GRQC Customer Experience Award**, this section describes how the questions are formatted and are to be scored. This information will guide you in how best to construct your answers. We refer to “applicant organization” as simply “organization” going forward.

The application questions are presented in seven categories, six related to processes used to deliver the customer experience (see Table 1 for a listing of the six process categories) and one category related to results you are achieving that indicate you are meeting or exceeding customer expectations, satisfying customers and building loyalty.

The six process categories make up 70% of the award scoring while the results category makes up the remaining 30%. There are 8 required questions and 2 optional questions in Categories 1 through 6. In Category 7, there are 2 required questions and 3 optional questions. This is summarized in Table 1.

Please make every attempt to answer each of the required questions but don’t worry if you don’t have answers to every question. One of the benefits of the application and evaluation process is that you will discover opportunities to further improve your performance. The optional questions are just that, but are included as a means to allow mature organizations to more fully describe their organizational processes and differentiate themselves from others.

**Number of questions for Customer Experience Award**

Table 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **# Required** | **# Optional** | **Total #** |
| 1: Customer Experience Strategy | 2 | 0 | 2 |
| 2: Voice of the Customer | 2 | 0 | 2 |
| 3: Metrics, Measurement & ROI | 1 | 1 | 2 |
| 4: Customer Experience Design & Improvement | 1 | 1 | 2 |
| 5: Organizational Adoption & Accountability | 1 | 0 | 1 |
| 6: Customer-centric Culture | 1 | 0 | 1 |
|  | 8  | 2 | 10 |
| 7: Customer Experience Results | 2 | 3 | 5 |

The questions are open-ended. You are asked to describe how the organization performs and delivers its results. Diagrams, charts, graphs, flow charts and other visuals are encouraged if they help supplement the narrative and display results.

The scoring levels are shown in Table 2, illustrating how higher scores will be awarded when the team’s plan and results are defined, deployed and achieved.

Table 2

|  |  |
| --- | --- |
| Scoring Level | Process Guidelines |
| 1 | Some Required Items are described and well deployed |
| 2 | All Required Items are described and well deployed |
| 3 | Above, and all Required Items have a process for improvement |
| 4 | Above, plus Optional Items are described and well deployed |

Similarly, each section of the results category will be scored on a scale of 1-4. As shown in Table 3, higher scores will be awarded when more required and optional items are improving and are at goal or benchmark level.

Table 3

|  |  |
| --- | --- |
| Scoring Level | Results Guidelines |
| 1 | Results are shown for all Required items using charts and graphs |
| 2 | Above, and most Required results show improvement trends over 4 most recent time periods relative to baseline performance |
| 3 | Above, and some Required results are at or above goal or benchmark/regulatory level over 4 most recent time periods |
| 4 | Above, plus Optional results show improvement trends over 4 most recent time periods and some are at or above goal or benchmark/regulatory level over that same time period |

The questions are presented below, with space for you to enter your responses and insert relevant charts and graphs. Knowledge of the scoring guidelines for questions and results can guide you in terms of what information content and detail to include. That said, a more concise description of customer experience processes and results versus goals and benchmarks is favored over long paragraphs that only distract from your core message. As a rule of thumb, it is recommended to limit text responses to fewer than one page per question (approximately 400 words).

**Application Questions**

As described above, the award questions are broken down into seven categories, six related to processes (see Table 1 for a listing of the six process categories) and one category related to results. The questions are presented by category, with room for you to enter your responses. Each answer section is expandable to allow for the insertion of charts and tables, but please try to limit your text responses to less than 400 words per question.

1. **Customer Experience Strategy**

1.1 Describe (1) the **vision** of the experience that you seek to create in support of your brand’s values and (2) your customer experience **strategy**, including linkage to customer experience activities, resources and investments.

1.2 Describe how you communicate that vision and strategy to all employees and your customers.

**2.0 Voice of the Customer: Customer Insight and Understanding**

2.1 How do you gather requirements and gain insights into your current and potential customers’ needs, wants, perceptions and preferences?

2.2 How do you use these customer insights to shape your products and services and your customer relationships, support services and transactions?

**3.0** **Metrics, Measurement and ROI**

3.1 What are your key measures or indicators of customer experience success? How do you develop and report them in your organization?

Optional:

3.2 How do you use the measures to quantify ROI and the impact of a customer experience on your organization’s results?

**4.0** **Customer Experience Design, Improvement and Innovation**

4.1 Describe how you continuously improve, design and differentiate customer experiences. How do you use your customer experience data to create better customer experiences?

Optional

4.2 How do you manage and resolve customer complaints promptly and effectively?

**5.0** **Organizational Adoption and Accountability**

5.1 How do you develop cross-organizational customer experience accountability from the senior leadership to the front line?

**6.0 Customer-Centric Culture**

6.1 How do you create and sustain a customer-centric culture, through behaviors, practices and standards that encourages all employees to focus on delivering outstanding customer experiences?

**7.0 Customer Experience Results**

7.1 What are the results for your key measures or indicators of customer experience?

7.2 If available, include your measures of customer loyalty, such as likelihood to continue doing business with and likeliness to recommend your organization to others.

*Optional:*

*If available, also include:*

*7.2a Results for levels of customer engagement, including those for building customer relationships? (e.g., focus groups, ethnography)*

*7.2b Customer satisfaction result comparisons over the course of your customer life cycle*

*7.2c How results differ by your product/service offerings, customer groups, and market segments, as appropriate?*