

UK FINANCIAL SERVICES EXPERIENCE AWARDS 2017

For more information, contact Ana Belic on ana@awardsinternational.eu or call 020 7193 5549
Alternatively, you can visit [our Awards website](#).

Scoring of Entries

We are dedicated to providing a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted Finalists who then also make 15 minute presentations to a panel of Judges. Scores are generated from a **combination of the written entry and the live presentations**.

Winners from each category are identified based on the highest score. An overall Winner, one across all Sector Specific, Discipline Specific and People People categories will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously improve their customer experience in the financial services sector.

Finalists will receive benchmarked reports showing their performance vs other Finalists, including Winners.

Scoring Grid

Scoring Stages	By Whom	Basis of Assessment	Outcome	Impact on Scoring
1. Shortlist				
Shortlist Judging Panel 3 – 5 Judges		Written Entry Criteria 1 – 7 <i>Summary will be especially important</i>	Shortlist of Finalists	Score not carried forward
2. Assessment of the Finalists				
Category Judging Panels 3 – 5 Judges		Written Entry Criteria 1 - 7	Score	50% of weighting of final score for all categories
Category Judging Panels 3 – 5 Judges each		Live Presentation Criteria 2 - 7	Score	50% of weighting of final score for all categories

There are a standard set of 7 criteria across all of the categories.

Each criterion has 100 marks available. All 7 criteria will be used for both the shortlisting of Finalists (by the Judging Panel) and for scoring written entries by the Finalist Judging Panel.

Finalist presentations will be scored against criteria 2-7 only.



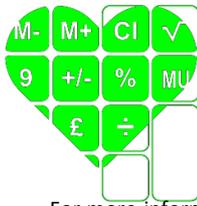
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Scoring Criteria

Overall maximum word count allowed is 2000 words including the summary	Score Available (out of 100)
<p>1. Summary An overview of the initiative that provides a robust, thorough and compelling argument for why this entry deserves recognition (elements of the other 6 criteria should be included). 200 words maximum NB. Will be used for shortlisting Finalists and the scoring of the written entries but is not relevant to Finalist Presentations.</p>	100
<p>The following criteria are relevant to all stages of judging: shortlisting, written entries and Finalist Presentation. Each criterion requires a compelling, fully evidenced description.</p>	
<p>2. Business Rationale and Context The drivers and targeted business benefits/aims that provided the rationale and context for the initiative.</p>	100
<p>3. Innovative & Creative Solution The solution to the identified customer need, including the involvement of customer engagement as appropriate. Describe how the solution was developed and what made it innovative and creative.</p>	100
<p>4. Clear Customer Insight The clear insight achieved into unmet customer need and how this was achieved, including the involvement of employee/customer engagement as appropriate</p>	100
<p>5. Effective Implementation The implementation of the solution and what made it effective, including employee/ customer engagement and management of time and budget.</p>	100
<p>6. Business Impact & Results Achieved The impact on business performance and results - linking with original targeted benefits/aims.</p>	100
<p>7. The Outstanding Customer Experience Delivered The resultant outstanding customer experience or change in customer experience delivered.</p>	100

* Please describe from the perspective relevant to the category entered i.e. organisation, team or individual



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Scoring Guidelines

Rating	Description of how well the entry meets the criteria	Score Available
Outstanding	Compelling, robust, fully evidenced description	80 - 100
Strong	Very good story with some strong evidence	60 - 79
Adequate	Good, well evidenced description	40 - 59
Limited	Some weak areas, would have benefited from more evidence	20 - 39
Weak	Unconvincing, weakly evidenced description	0 - 19