



UK EMPLOYEE EXPERIENCE AWARDS '17

For more information, please contact Tom Scott on 0207 193 0664 or thomas@awardsinternational.eu.

Categories – Making a Choice

What We're Looking For

For you to say to our Judging Panels that **“We implemented an extraordinary initiative that has enhanced our customers experience, here's is how and we deserve recognition for it!”**

A great initiative might be a project, or group of projects or something that was a broader business initiative whose implementation possibly took place over a long period of time, not necessarily in a defined project time frame.

Anyone can enter as long as the activity, company or individual involved in the submission relates to, or is involved in, team performance. There are plenty of categories to choose from. Get in touch if you need some help deciding which category is the right one for you.

The Categories

- There are 31 categories divided into 13 Sector categories, 13 Discipline categories and 5 People categories (see next page).
- The scoring criteria for all 31 categories are the same - although the content of entries will need to be amended to fit the context of the category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint.
- If you make multiple entries in different categories with the same initiative, the best practice include stressing out different aspects of your success. Be as precise and innovative when writing an entry, as you were when you developed and implemented the unique project you are presenting. “Cut and paste” approach in writing an entry isn't the winner's way.

Guidance On Choosing a Category(ies) To Enter

Consider the Sector Specific Categories

- Everyone should think about making an entry into one of these!
- Choose the category which fits your industry sector best.
- There doesn't need to be a direct link between the initiative and the category title as the entries will be judged on the actual content (initiative submitted), although some link between the initiative and the broad meaning of the category title should exist.

Consider the Discipline Specific Categories

- Depending on the initiative, one or more of these categories might be a good fit for your organisation.
- Choose the category which fits your initiative/project.
- There doesn't need to be a direct link between the initiative and the category title as the entries will be judged on the actual content (initiative submitted), Consider the People Categories.

Consider the People Specific Categories



UK EMPLOYEE EXPERIENCE AWARDS '17

For more information, please contact Tom Scott on 0207 193 0664 or thomas@awardsinternational.eu.

- These categories require you to mould your entry to the particular context of the category.
- Choose the category which suits the individual or team best.
- For the People Specific categories, we are looking for “great initiatives” that impacted both the customer experience and the organisation – however the angle that the story is told is likely to be different from the Sector or Discipline Specific Categories.
- For example, the entry might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver a great customer experience that helped the business too.

CATEGORY OVERVIEW

Sector Specific Categories	Discipline Specific Categories
<p>Automotive, Travel & Transport</p> <p><i>Air travel, trains, car dealership, car hire, repair, roadside assistance, car servicing, ferries, logistics, delivery services.</i></p>	<p><i>Business Change or Transformation</i></p> <p><i>Delivery of a great Employee Experience through change or transformation of the organisation.</i></p>
<p>Contact Centres</p> <p><i>Any type of contact centre.</i></p>	<p><i>Delivering Customer Experience</i></p> <p><i>Customer Experience improvement delivered out of great Employee Experience.</i></p>
<p>Financial Services – Banking & Investment</p> <p><i>Any type of banking and/or investment services including credit card companies and investment funds.</i></p>	<p><i>Delivering Innovation</i></p> <p><i>Innovation delivered out of/ or in great Employee Experience.</i></p>
<p>Hospitality, Leisure, and Entertainment</p> <p><i>Hotels, pubs, restaurants, holidays, ski centres, cinemas, gyms, ticketing and any other providers of related services.</i></p>	<p><i>Employee Diversity & Inclusion</i></p> <p><i>Focusing on Diversity & Inclusion to deliver great Employee Experience.</i></p>
<p>Industrial</p> <p>(Construction/Engineering/Manufacturing)</p> <p><i>Residential and commercial building, any type of manufacturing or engineering.</i></p>	<p><i>Employee Engagement</i></p> <p><i>Engaging employees to deliver great Employee Experience and consequently business results.</i></p>
<p>Insurance Services</p> <p><i>Any type of insurance provision including home, life, business, car.</i></p>	<p><i>Employee Health & Wellbeing</i></p> <p><i>Delivering a great Employee Experience via focus on Health & Wellbeing.</i></p>
<p>Government & Public Services</p> <p><i>Healthcare services, policing, public information, education, local services, public sector.</i></p>	<p><i>Employee Insight and Feedback</i></p> <p><i>Listening to employees, making high impact use of the knowledge gleaned to deliver great Employee Experience.</i></p>
	<p><i>Employee Recognition & Reward</i></p> <p><i>Using the power of recognition & reward to deliver</i></p>



UK EMPLOYEE EXPERIENCE AWARDS '17

For more information, please contact Tom Scott on 0207 193 0664 or thomas@awardsinternational.eu.

Media, Publishing & Education

Provision of books, magazines, newspapers, learning.

Not for Profit & Charity

Any charity or service for the public good that is not profit making.

Professional and Consumer Services

Agencies, accountants, tax advice, consultancy, business support, pricing comparisons, customer experience comparison.

Retail

Clothes, food, books, DVDs, gifts and any other retail product, bricks & mortar or online.

Technology & Telecoms

Provision of software or hardware, communications services, B2B or B2C.

Utilities

Water, electricity, gas etc.

great Employee Experience.

Learning & Development

Delivery of a great Employee Experience through development of skills and abilities.

Recruitment, Retention & Talent Management

Employee Experience delivered out of focus on finding, nurturing and retaining talent.

Use of Technology &/or Social Media

Delivering great Employee Experience via the internal use of technology and/or Twitter, Facebook etc.

Youth Employment

Delivery of great Employee Experience focussed on young employees.

Ex-Service Personnel Employment

Delivery of great support and focus on ex-service personnel careers.

People People – Best Employee Experience

Enter to recognise individuals or teams

HR/Learning & Development/OD Professional of the Year

Someone who people want to walk through walls for, someone who's inspired others to deliver more than they ever thought possible.

Inspiring Employee of the Year

That has led, coordinated and/or delivered a great Customer Experience.

Inspiring Manager of the Year

Someone in a business, operational, department or team management role who's delivered great Employee Experience.

Inspiring Team of the Year



UK EMPLOYEE EXPERIENCE AWARDS '17

For more information, please contact Tom Scott on 0207 193 0664 or thomas@awardsinternational.eu.

That has led, coordinated and/or delivered a great Employee Experience.

Inspiring Leader of the Year

Who has delivered great Employee Experience by leading from the front – from the most junior staff to the owner of the company, from HR/L&D professional to consultant.