

2023 Cameroon Customer Service Excellence Awards

Award Categories

Individual Categories

1. Customer service professional of the year.

This award is for any individual, from any walk of life who goes the extra mile for their customers. This person will have an exceptional attitude to service and nothing is too much trouble for their customers. There will always be outstanding individuals that put extra effort into producing the best results for their companies. Who is the CX professional you're most proud of? What are the results they achieved for the company in the previous year? This category celebrates the best individuals from CX, doing what they know best.

2. Customer Service Executive of the year.

This award is for any Executive who goes the extra mile for their customers. Real, profound changes in the industry come about when CX professionals become leaders, sharing best practices and showing the way forward. They are the true innovators. This award celebrates the best of the best; people from CX Executives that introduce new ways of thinking, introduce revolutionary solutions, and create new opportunities for creativity and growth of the entire CX landscape.

3. Customer service CEO of the year.

This award is for any CEO who goes the extra mile for their customers. This person will have an exceptional attitude to service and nothing is too much trouble for their customers. This award celebrates the best of the best; CEOs that introduce new ways of thinking, introduce revolutionary solutions, and create new opportunities for creativity and growth of the entire CX landscape.



Organization Categories

1. The customer service team of the year award.

A team that has achieved significant improvements in customer experience throughout the customer journey through teamwork, creativity, and leadership. The team may be a group of people within a specific function or a group made up of people from across different functions. This award is for any team that works together to deliver an amazing customer experience from beginning to end. No matter how good individual efforts are, teamwork will always stay on top. Having a good team in any section of the company can save a lot of time, energy, and financial resources; this goes for CX as well. The award in this category is given to the best CX team of the year, praising its members for the great work done to help customers feel respected and cherished.

2. Best use of insights and feedback Award.

This award goes to an organization that has a well-structured system for capturing the voice of the customer and can mine data from these insights to drive innovation. Winners of this category have demonstrated the successful implementation of a robust system that permits them to collect customer feedback, manage customer complaints, and are proactively using these insights to drive innovation.

3. Best digital customer experience Award.

This award is for an organization that has delivered a seamless Multi/Omni-channel Customer Experience strategy. With a clear understanding of the customer journey and best practices for optimizing customer interactions on preferred channels. Have an effective digital strategy to deliver exceptional customer experience using various digital channels and touchpoints. Have used the power of social media and digital to engage with their customers and transform their service.

Organization Categories...

4. Best Employee Experience (EX) award.

This award goes to an organization that has successfully designed and implemented an employee experience program that listens to employees, creates a convivial working environment, empowers them, and creates value for them.

Winners of this category have demonstrated their dedication to creating a work environment that is transparent, safe, and promotes employee wellbeing. This organization showcases the presence of a corporate culture that promotes collaboration, continuous support of employees, and the existence of systems that enable career growth and development.

5. Best Social and Societal Experience (SX) award.

This award goes to an organization that factors social goals into its business strategies. Has a demonstrated track record of social impact and environmental protection and engages in business practices that permit it to serve un-accessed populations. Develops and conceives products and services that not only seek profits but drive social change. Adopts business practices that promote ESGs (Environmental, Social, and Governance factors) and considers accessibility as a key factor to its services.

6. Best use of technology for CX Transformation.

This award goes to an organization that has implemented a successful digital transformation program and has adopted CX technologies that empower its teams, improve workflows, provide a better understanding of customer needs, and eases the management of customer interactions in ways that significantly impact their customer experience.

Winners of this category demonstrate a clear track record of technology adoption with significant results on how this has transformed the way they work and how they serve customers.



7. Leader in customer-centric innovations.

This award goes to an organization that is carrying out and leading innovations that are changing the way service is done in their industry. These innovations could range from game-changing technology, new product development, service development, or the adoption of new processes.

Winners of this category are organizations that are disruptive and proactive to changes in customer needs and technologies and are pacesetters for their industry.

8. Best Product Experience (PX) award.

This award goes to an organization that has demonstrated a high dedication to continuous product improvement, product quality, product accessibility, and provision of up-to-date and reliable product information that enables ease of use and access.

Winners of this category demonstrate a track record of respect for product quality standards, respect of health and safety standards in product conception, production, and distribution.

This organization demonstrates leadership in the quality assurance of its products and constantly seeks new ways to make products safe and easy to use. Provides good and reliable information on product specificity and continuously educates customers on correct or healthy ways of using its products.

9. Customers at the heart of everything:- Bank, Insurance, Hotel & Leisure, Hospital, Public Sector, Telco, Energy & Gas, Transport & Logistics, Microfinance, Retail, Beauty & Wellness.

This award goes to organizations that in their different sectors are carrying out plausible actions in different areas of their business to significantly and sustainably improve their product, customer, employee, brand, and societal experience.

Winners of this category have demonstrated a track record of improvements, innovations and have put in place strategies aimed at implanting a culture of service excellence and making customer centricity the core of their business strategy.

All Categories

Individual Categories

- Customer service professional of the year.
- Customer Service Executive of the year.
- Customer service CEO of the year.

Organization Categories

- The customer service team of the year award.
- Best use of insights and feedback award.
- Best digital customer experience award.
- Best employee experience award.
- Best product experience award.
- Best social and societal experience award
- Best use of technology for CX transformation.
- Leader in customer-centric innovations.
- Customers at the heart of everything – Bank.
- Customers at the heart of everything – Insurance.
- Customers at the heart of everything – Hotel & Leisure.
- Customers at the heart of everything – Hospital
- Customers at the heart of everything – Public Sector
- Customers at the heart of everything – Telco.
- Customers at the heart of everything – Energy & Gas
- Customers at the heart of everything – Transport & Logistics
- Customers at the heart of everything – Microfinance

Entrants can enter up to 3 categories. You can also submit multiple initiatives into the same category. If you need any help selecting your category please contact the awards team at **events@cx-touchpoints.com**

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