

# 2022 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



## **4. 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 great work done to help customers feel respected and cherished.

## **5. The customer service organization of the year award – Government / Not for profit.**

This award is for any public sector or not for profit organization that is providing superb service. Government or not for profit organizations with outstanding customer-centric practices and have truly embedded a customer-centric culture at the heart of their activities. Organizations that can participate in this category include ministries, councils, public administrative offices, NGOs, consulates etc.

## **6. The customer service organization of the year award – Hospitality Industry.**

This award is for any hospitality sector organization that is providing superb service. Hospitality industry organizations with outstanding customer-centric practices and have truly embedded a customer-centric culture at the heart of their activities. Organizations that can participate in this category include hotels, motels, resorts, restaurants, theme parks etc.

## Organization Categories...



### **7. Best use of insights and feedback Award.**

Insight and feedback can have a tremendous effect on the way a business grows and develops. By listening closely to what customers are saying, and analyzing day-to-day actions, a company can transform itself and enter a whole new stage of development. This category is reserved for those businesses that have used insight and feedback to achieve outstanding results in their work. These may include initiatives that capture the Voice of the Customer at key moments of the customer journey as well as those who achieved excellent customer experience in the management of customer complaints

### **8. 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.

### **9. Best employee experience in crisis award.**

Providing the best overall place to work through placing high levels of importance on corporate culture and a happy and healthy work environment for the staff. Effectively handling and managing employees' expectations through crises such as the recent pandemic or other turmoil.

How well are your employees trained for responding to a crisis? Are they equipped with the right mindset and resources to handle all potential problems and issues? This award is for organizations with the best methods for helping employees get through the pandemic, either by allowing them to work remotely, retraining them, etc.

## Organization Categories...



### 10. Customers at the heart of everything – Financial services.

Have you truly embedded a Customer-Centric Culture at the heart of your business? Does the entire organization put the customer first in everything that they do? The award goes to that financial services organization that has placed its customers at the centre of all company efforts, from start to finish. Are your customers at the heart of what you do? Show it to the judging panel! Organizations that can participate in this category include banks, insurance companies, microfinance institutions, transfer agencies etc.

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 [awards@cx-touchpoints.com](mailto:awards@cx-touchpoints.com)

## 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.
- The customer service organization of the year award – Government / Not for profit.
- The customer service organization of the year award – Hospitality Industry.
- Best use of insights and feedback Award.
- Best digital customer experience Award.
- Best employee experience in crisis award.
- Customers at the heart of everything – Financial services.