Growing a business is not easy and attracting new customers is even more difficult. Not to mention expensive! It is well established that it is 6x-7x more expensive to attract a new customer versus retaining a current one. Today it is more important than ever to treat the customers we do have as well as possible.

Treating that one customer well will create a lifetime value of 600%-1,400% more than that of a detractor or a person with a poor experience.

The role of customer service is changing every day and the winners of this year’s program highlights the people, organizations and products that are really improving how consumers connect with companies. Certainly, it comes as no surprise that investing in your company’s areas where customers come in contact with your team will pay huge dividends year over year.

The 2023 Excellence in Customer Service Awards are now OPEN!

Unlike other programs, we will celebrate those who are winning by supporting their own customers and developing the tools to help others find success. We feel that this two-sided approach will bring the most light to customer service and help others find solutions to their challenges.

We look forward to seeing how you have innovated and created excellence in Customer Service areas over the last year!

Nomination Fee: $799

Nominations Due: 02.24.23
Winners Notified: 03.31.23

Russ Fordyce
Managing Director
Business Intelligence Group
Welcome to the
Customer Service Excellence Awards

"Across the globe, 96% of consumers say customer service is an important factor in their choice of loyalty to a brand.”
—MICROSOFT

"Attracting a new customer is 6-7 times more expensive than retaining a current one.”
—KOLSKY

"89% of consumers have switched to doing business with a competitor following a poor customer experience.”
—HARRIS INTERACTIVE

72% of consumers say that when contacting customer service they expect the agent to “know who they are, what they have purchased and have insights into their previous engagements.”
—MICROSOFT

“A customer experience promoter has a lifetime value to a company that’s 600 to 1,400% that of a detractor.”
—BAIN

“When asking consumers what impacts their level of trust with a company, offering excellent customer service ranked number one.”
—DIMENSIONAL RESEARCH

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—MICROSOFT
Nomination Categories

Customer Service Excellence Awards will be given out for superior performances in the past 12 months. Nominees will select a single solution and award category, application type for each nomination.

Consultants, outsource partners, and technology providers can choose either the industry they specialize in or their own industry. All nominees will also select organization size determined by number of global employees.

Industries
- Aerospace
- Agriculture
- Automotive
- Broadcasting
- Business services
- Construction
- Consumer services
- Chemical
- Computer
- Construction
- Defense
- Education
- Energy
- Entertainment
- Financial services
- Food
- Government
- Health care
- Hospitality
- Insurance
- Internet and Technology
- Law
- Manufacturing
- Mass media
- News media
- Non-profit
- Pharmaceutical
- Publishing
- Real Estate
- Retail
- Software
- Transportation
- Travel and Leisure
- Telecommunications
- Utility
- Wholesale and Distribution
- Other

A select group of nominees who do not win but that show significant promise or performance, may be named as a “Finalist.”
Customer Service Excellence Awards will be given out for superior performances in the past 12 months. Nominees will select a single solution and award category, application type for each nomination.

**Award Categories**

**Organization** Awarded to an organization whose collective performance has driven the entire group to exceed the sum of individual efforts.

Company Size:
- Micro - 10 or fewer employees
- Very Small –11-100 employees
- Small – 100-999 employees
- Medium – 1000-9,999 employees
- Large – More than 10,000 employees

**Product or Service** Awarded to a single product or service or line of products or services launched or updated in the last 12 months.

**Individual** Awarded to an executive whose leadership in the organization and industry have led to the delivery of innovative AI solutions.

A select group of nominees who do not win but that show significant promise or performance, may be named as a “Finalist.”
The BIG 3-Step Nomination Process
Submitting your nomination is a simple 3-step process

_circle_ Download the entry kit at bintelligence.com

_circle_ Use our handy worksheet to write your nomination

_circle_ Click NOMINATE NOW to submit

All nominations are 100% confidential. Neither the nomination nor any of its content will be shared with anyone other than our staff and judges.

You may submit multiple nominations in multiple categories as a means of increasing your odds of winning. If you need to amend a nomination already submitted, you can resubmit the nomination following the same process but using the coupon code “RE-WORK”.
Nomination Fees

The $799 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank transfers, and checks. If paying by check or wire transfer, enter in your nomination and use coupon code “ALT-PAYMENT” when promoted.

Contact us for banking information to complete your submission via wire or ACH transfer.

Mail Address:
Business Intelligence Group
28 Park Ave, Beverly, NJ 08010 USA

Rules

• Nominations must be for performances in the last 12 months.

• Nominations must not be duplicative work of others.

• You should be able to show the impact or potential impact of your organization, product or individual performance through concrete measurements or analysis.
Recognize, honor, and show gratitude to the team that works so hard to innovate.

Establish credibility, build your brand, and show your commitment to innovation and employee culture.

Build moral, galvanize your team, and show future employees that their hard work and dedication to innovation is part of something BIG.

Experts in your field review submissions; folks that are in the trenches each day and that understand the difficulty it takes to create something truly unique.

As a winner we will work with you to promote your success. As part of your entry you will receive the winners logo, press release templates, social media exposure, and a great BIG trophy to put in your lobby, take pictures with, and have a physical award for the team to see each day!

5 Reasons to Enter

Nominations Due 02.24.23

Winners Notified 03.31.23

Nomination Fee: $799
A successful BIG Awards Nomination should tell a great story. Effectively communicating your message within the entry includes:

• Strong Written Descriptions
• Clear, concise, and easily understood explanations and descriptions of your product or service.
• Correct spelling and grammar is important. (Former winner, Grammarly, is a great resource!)
• Write it so your mother can understand it. Articulate your message in a way where, more people than your organization’s internal experts understand what you are attempting to convey.

Use additional resources to help enhance your chances of winning.

• Make sure your website is easy to navigate and to learn more about what you do. Is there a clear message about the nomination? Does it showcase its purpose, benefits, and value clearly? Be sure that the URL you want our judges to see is visually appealing and has a clear theme.
• Most successful nominations have videos that clearly showcase and explain their product or service as well.
What winners of the Customer Service Excellence Awards receive:

- One personalized trophy per winning entry
- A digital logo for royalty-free use online and in print
- A Business Intelligence Group-issued press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on your entry as provided by judges
- Recognition by the Business Intelligence Group to its community of 40,000+ executives
- Recognition on the Business Intelligence Group’s website
- Recognition on the Business Intelligence Group’s social communities (LinkedIn, Twitter, and Facebook)
- Winners will have the opportunity to purchase additional Customer Service Excellence Awards branded collateral and materials such as additional trophies, plaques, and banners.

Note: Shipping to the United States is included with each nomination. Winners outside the United States will need to supply their own shipping carrier and account number.
**Publicity for Winners**

Winners will be notified prior to any public announcement. During this time, you can prepare your own press release and other materials to announce this noteworthy achievement to your own community. You will be provided the official award logos and branding elements, as well as a quote and press release template you can customize and distribute.

Once your win is made public, we will publicize the winners to our own community of business professionals and to leading publications.

**Additional Exposure**

While an executive is not able to judge his or her own award category or those of his or her peers, we strongly encourage business experts to become judges.

Judges are asked to score nominations and to share meaningful feedback with nominated candidates.

Business leaders with experience, insight, and knowledge are sought to be part of the volunteer panel of independent experts. Judging nominations is easy and usually only requires an hour or two of time.
Judging Process
Every nomination is scored by our volunteer panel of business experts and industry leaders using our unique model that affords judges the opportunity to share public and private feedback.

Private feedback can be used to improve your future results. Public feedback can be used to maximize the third-party acknowledgement of your performance.

Judging is based upon your business execution and performance for each award.

Our Unique Judging Model
Our industry awards programs rely on industry leaders who volunteer to read, score and judge nominations. But what is unique about our model is that judges not only score and rank nominations, they also have the opportunity to share public and private feedback so that winners can maximize the third-party acknowledgement of their performance and all nominees can reflect on how they can improve their overall approach to the market.
Become a Judge

Judging for the Business Intelligence Group has many advantages and it is easy! Judging usually takes only a few hours of downtime and can be done from the comfort of an airplane, your favorite lounge chair or pool side. Read. Score. Feedback. Repeat.

Referrals
Judging has led to business referrals, job offers and other career advancements.

Instant Good Karma
Judging gives you instant good karma when you share your expertise and wisdom with our nominees.

Recognition
Your name, company name and ideas are shared with our growing audience.

JOIN US