



THE UK COMPLAINT HANDLING AWARDS '18

For more information, contact Gerard on gerard.gargan@awardsinternational.eu or call 020 7193 3373.

Categories – making a choice

What we're looking for

For you to say to our judging panels that ***“We successfully manage customer complaints that has enhanced our customers experience, here's is how and we deserve recognition for it!”***

A *great story* might be an initiative 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.

There really are no restrictions to the type of *great story* so long as they **result in exceptional handling of customer complaints that resulted in improving the customer's experience whilst also benefiting the business.**

The categories

- There are 22 categories divided into 12 industry categories and 6 discipline specific and 4 people categories (see next page).
- The scoring criteria for all 22 categories are the same – you should tell your story in a way that puts focus on aspects matching 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.

How to choose the right categories

Industry specific categories

- Everyone should think about making an entry into one of these!
- Choose the category which fits your industry 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.

Discipline specific categories

- Depending on the initiative, one or more of these categories might be a good fit for your organisation



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- 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), although some link between the initiative and the broad meaning of the category title should exist.

People people categories

- 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 improved customer service and product development – however the angle that the story is told is likely to be different from the Industry 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 complaint handling that helped the business too.

CATEGORY	OVERVIEW
<p>Industry specific categories</p> <p>Automotive, car rental, car purchase Car dealerships, car hire, repair, roadside assistance, car services, car leasing and rental.</p> <p>Banking and investment Any type of banking or investment services, including credit card companies and investment funds.</p> <p>Contact centre Any type of contact centre, large or small operating in the UK</p> <p>Delivery and logistics Logistics, couriers, parcel delivery services, domestic, international, commercial and private delivery. This also includes supply management and control.</p> <p>Finance and insurance Any type of insurance provision including home, life, business and car. Plus personal loans, lending and purchase finance.</p>	<p>Discipline specific categories</p> <p>Digital initiatives The use of social media and apps to manage and capture complaints</p> <p>Innovation New products and services based on customer insights gather through the complaint management process.</p> <p>Internal communication excellence and effectiveness Best practice in effective internal communication which resulted in excellent complain handling and prevention.</p> <p>Pro-active complaint handling Always taking action to improve the customer’s experience and outcome, anticipate the customer’s current and future needs.</p> <p>Product and service improvement Using insights from customer, identifying issues, possibilities for development and delivering exceptional upgrade in quality of product or service</p>



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<p>Hospitality, leisure, transport and travel Hotels, public houses, holidays, ski centres, cinemas, gyms, ticketing and any other providers of related services including air travel, trains and ferries, etc.</p> <p>Not for profit & charity Any charity or service for the public good that is non profit making.</p> <p>Personal entertainment and telecoms Provision of communication services and entertainment, including telephone, mobile, technology support services, movie hire, online streaming services, online gaming and digital TV, etc.</p> <p>Public services and health care Including such services as the military, police, fire service, infrastructure(public roads, bridges and tunnels etc.), public transit, public education, along with health care_and business operating within government services.</p> <p>Restaurants Including fast food, fine dining, branded chains, independent operators, etc.</p> <p>Retail and e-commerce Online and high street retailers including clothes, food, books, DVDs, gifts and any other retail products.</p> <p>Utilities Water, electricity, gas, etc.</p>	<p>Utilising consumer reviews Organisation's capacity to consistently learn, listens carefully, enhance customer service and develop long-term customer relationships through deep understanding of good and bad reviews</p>
	<p>People people categories</p> <p>Complaint team of the year Customer Services team always willing to offer advice and assistance, handling the hardest complaints with grace. The one's customers love to call.</p> <p>Dispute resolution professional Master of conflict management, the one who sees the solution that makes the customer happy when no one else can. By introducing new ways to deal with complaint handling enhances the profession and sets up standards.</p> <p>Leader Passionate about leading and developing people to excel with customer satisfaction at the heart of everything he/she does.</p> <p>Managing your people Internal programs that allow teams to deliver complaint handling excellence</p>