



# THE UK COMPLAINT HANDLING AWARDS '21™

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted finalists who then also make 15-minute presentations to a panel of judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. There will be an Award for the overall winner for the UK Complaint Awards 2021, which is the entry with the highest score. The Best Complaint Handling Team of the Year and the Professional of the Year categories are excluded from the overall winner Award.

All entrants receive feedback reports to help continuously improve their business performance. Finalists will receive evaluation feedback reports showing their performance vs other finalists, including winners.

## Scoring grid

Scoring stages	By whom	Basis of assessment	Outcome	Impact on scoring
<b>1. Shortlist</b>				
<b>Shortlist judging panel</b>	<ul style="list-style-type: none"><li>• 3-5 judges</li><li>• Experienced Awards International employees</li><li>• Chair of the Awards</li></ul>	<b>Written entry</b> Criteria 1 - 5 <i>Summary will be especially important</i>	Shortlist of finalists	Score not carried forward
<b>2. Assessment of the finalists</b>				
<b>Category judging panels</b>	3-5 judges for each category	<b>Written entry</b> Criteria 1 - 5	Score	50% of weighting of final score for all Categories
<b>Category judging panels</b>	3-5 judges for each category	<b>Live presentation</b> Criteria 1 - 5	Score	50% of weighting of final score for all Categories

There is a standard set of 5 criteria across all of the categories. All 5 criteria will be used for both the shortlisting of finalists (by the judging panel) and for the scoring of written entries (by the finalist judging panel).



### Scoring criteria - Discipline

Overall maximum word count allowed is 2000 words Each criteria has equal weighting and is worth up to a maximum score of 100	Recommended word count
About the organisation	
<b>1. The Business Case</b> What was the trigger or inspiration behind the initiative? What did you want to change or achieve and why was it necessary? How did you expect your 'Business As Usual' (BAU) to differ once you had achieved your objectives and goals?	400
<b>2. Measuring Success</b> What quantitative measures did you use to affirm the initiative's success? Where quantitative metrics were difficult to prove, how else did you assess this and/or performance? How did these metrics differ to those used before and why were they better? Did you have to change or reassess these metrics as the initiative progressed?	400
<b>3. Implementation</b> Describe the stages of implementing your initiative, and the time periods they ran over. Did things go according to plan or did you have to make changes, and what led to this? What impact did implementing these changes have on BAU and how did you minimise any disruption?	400
<b>4. Engagement</b> How did you engage with staff and other stakeholders to keep them on board? How were they involved or assimilated into the initiative? How did you address any issues or manage any conflict?	400
<b>5. Benefits and Outcomes</b> From what period have you been able to measure the success of the initiative? What quantitative results did you achieve? How did they compare with what you envisaged? How are your results reflected in terms of performance, both internally (QA, KPI outcomes, root cause etc) or, where applicable, externally (such as ADR results or regulatory information)? Did the initiative have any additional benefits or positive results that you didn't originally foresee – or any negative ones? How will you ensure you can sustain or continue to improve these results?	400



## Scoring criteria - Best Complaint Handling Team of the Year and Professional of the Year

Overall maximum word count allowed is 2000 words. Each criteria has equal weighting and is worth up to 100 points.	Recommended word count
About the organisation	
<b>1. The Business Case</b> What was the trigger or inspiration behind the initiative? What did you want to change or achieve and why was it necessary? How did you expect your 'Business As Usual' (BAU) to differ once you had achieved your objectives and goals?	400
<b>2. Measuring Success</b> What quantitative measures did you use to affirm the initiative's success? Where quantitative metrics were difficult to prove, how else did you assess this and/or performance? How did these metrics differ to those used before and why were they better? Did you have to change or reassess these metrics as the initiative progressed?	400
<b>3. Implementation</b> Describe the stages of implementing your initiative, and the time periods they ran over. Did things go according to plan or did you have to make changes, and what led to this? What impact did implementing these changes have on BAU and how did you minimise any disruption?	400
<b>4. Engagement</b> How did you engage with staff and other stakeholders to keep them on board? How were they involved or assimilated into the initiative? How did you address any issues or manage any conflict?	400
<b>5. Benefits and Outcomes</b> From what period have you been able to measure the success of the initiative? What quantitative results were achieved? How did they compare with what you envisaged? How are your results reflected in terms of performance, both internally (QA, KPI outcomes, root cause etc) or, where applicable, externally (such as ADR results or regulatory information)? Did the initiative have any additional benefits or positive results that you didn't originally foresee – or any negative ones? How will you ensure you can sustain or continue to improve these results?	400



## Scoring Guidelines

Rating	Description of how well the entry meets the criteria	Score available
<b>Outstanding</b>	Compelling, robust, fully evidenced description	80 - 100
<b>Strong</b>	Very good story with some strong evidence	60 - 79
<b>Adequate</b>	Good, well evidenced description	40 - 59
<b>Limited</b>	Some weak areas, would have benefited from more evidence	20 - 39
<b>Weak</b>	Unconvincing, weakly evidenced description	0 - 19