Customer Experience Recognition Awards 2015

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| Submission Deadline: Friday, September 4, 2015 @ 5PM Eastern Daylight Time  Submissions: Upload your completed form [here](http://awards.techwhirl.com/submit/)  Questions: [Contact Us](http://awards.techwhirl.com/contact/) |

## Company Information

Please provide information about you and your company and if you did this work for a client. The submitted information will only be used for the submission and not marketing purposes.

|  |  |
| --- | --- |
| Contact First and Last Name: |  |
| Email Address: |  |
| Telephone Number: |  |
| Company Name: |  |
| Company Industry: |  | |
| Twitter Account |  | |

Was this project done for a client? <if yes please complete additional information>

|  |  |
| --- | --- |
| Client Name: |  |
| Client Industry |  |

# Customer Experience Recognition Awards (CERA) Submission

## Project Name:

Please provide the name of the project as you would like it displayed on the award and on any materials created.

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## Entry Category

Please choose category for award (choose only one)

|  |  |
| --- | --- |
| **Choice** | **Category** |
|  | Accessibility (Expanding Access) |
|  | Customer Support / Technical Communications (Post Purchase) |
|  | Employee Engagement (Internal Initiatives) |
|  | Information Discovery (Sales Process) |
|  | User Community/Social Media (Marketing/Brand) |
|  | Translation / Localization (Expanding Access) |

## Please Summarize Your Project\*

Please summarize your project. (Max Word Count 15)

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## Problem Statement\*

What problem were you solving? (Max Word Count 250)

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## Project Outcome\*

Please summarize the outcome of the project after it was completed. What went well? How did it impact customers? Impact on sales / profits / earnings? Market share? Social media rankings? In other words, why was it a success? (hint: provide tangible results.) (Max Word Count 500)

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## Supporting Information

Please mark all data and materials that will be submitted with this entry. Entries without supporting information will be disqualified from judging.

### Data

Provided information will support entry claims of success. Must have one, we recommend at least three pieces of information

|  |  |
| --- | --- |
| Choice | Areas |
|  | Financial information showing tangible impact |
|  | Website analytics showing changes in visitors |
|  | Social media monitoring / tracking (sentiment analysis, followers) |
|  | Customer feedback (internal) |
|  | Online reviews / External Commentary (Blogs, review sites, etc) |
|  | Customer service reports / data (call reduction\_ |
|  | Other \_ (contact us if you have a question) |

### Materials

Provide the actual content produced for the project. This information will help our judges better understand your project. We recommend presenting this information in a portfolio that helps our judges “experience” the project.

Include files and/or links to materials such as:

|  |  |
| --- | --- |
| Choice | Items |
|  | Website (links) |
|  | Apps (Android, iOS, Windows) |
|  | Collateral (PDFs of brochures, posters, etc) |
|  | Presentations |
|  | Tutorials |
|  | Webinars |
|  | Podcasts |
|  | Blog posts |
|  | Photos |
|  | Infographics |
|  | Videos |
|  | Other (Please contact us with questions) |

## Approach\*

Please detail the approach (methodologies, people involved, processes used, technologies) used to solve the problem.

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## Budget\*

What was your budget size for this project (US Dollars)?

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| --- |
| <budget size> |

## Why should your project win a CERA?\*

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## Deadline

Friday, September 4, 2015, 5PM Eastern Daylight Savings Time

## Supporting Materials

Please share with us any supporting materials including customer testimonials, videos, or other collateral that support your submission.  Any files larger than 25M will need to be shared via Dropbox, Google Drive or a Cloud solution.

## Submission Terms\*

By submitting your Customer Experience Recognition nomination via email, you give INKtopia Limited (owner of TechWhirl) the right to share your materials with our judges and for us to contact you with any additional questions. We consider your submission confidential to INKtopia Limited and our judges.

Upload your completed form [here](http://awards.techwhirl.com/) | Questions [contact us](http://awards.techwhirl.com/contact/)