



NOMINATION FORM 2020 ABSL AWARDS

Company name:

Short description (*max. 500 characters*):

Industry:

- Banking, Insurance, Financial Services (BIFS)
- Industrial & Consumer Goods
- Business and Professional Services (incl. BPO)
- Consumer Services (incl. Media, Retail, Travel & Leisure)
- Technology & Telecom
- Transport (Airline, Logistics...)
- Energy, Utilities and Basis Materials
- Real Estate
- Health Care
- Other (please specify):

Company type:

- Internal unit / captive center
- Commercial provider / outsourcing center
- Hybrid model (both internal and external clients)

FTE Headcount în România:



Building and sustaining Customer Intimacy leads to improved business performance. The award in this category recognizes the most compelling success story of building customer intimacy and improving customer satisfaction in business services delivery.

The aim is to identify and reward the company-wide project that has delivered concrete solutions and **achieved tangible results through delivery of superior customer experience.**

NOMINATION CRITERIA:

- » Project goal & scope
- » Impact on stakeholders
- » Financial / business gains for the Customers
- » Customer's feedback, references
- » Recognition of the project

Short description of the project *(max. 1000 characters):*

(In case of winning the 1st place, this description will be used to promote your project during the Awards Gala, on the website or other channels.)

Project goal *(max. 1500 characters):*

- What was the need behind the project initiation?
- What were the business objectives of the project? How did you define the desired customer experience you want to provide?

- Who were the stakeholders?
- Was the project initiated locally or was it globally deployed? If globally, specify how your local teams contributed.

Financial/business gains for customers

- What were the benefits (direct and indirect) achieved by the clients (further growth, lower expenditures costs, improved cash balance)?
- How did the implementation of the project impact on its stakeholders? (e.g. decreased volume of work for employees, reduced costs for client etc.) *(max. 1500 characters)*

- Please list KPIs with relevant figures for the project. *(max. 500 characters)*

Client's feedback

- Which was the client(s) feedback regarding the project?
- To what extent the expectations of the customers were met? *(max. 1000 characters)*

- Please supply testimonials or other documents to present client's feedback.
(max. 1000 characters)

Recognition of the project *(max. 500 characters)*

- Did the project bring other benefits, such as recognition - either internal or external?
If so, please provide proof of recognition.