

Awards Categories

Choose from 20 categories over 6 pillars of best practice which showcase your company.

It doesn't matter if you are a garage-based startup or a multinational giant, there is a category to suit you.

Each company can enter more than one category.

If you don't find what you're looking for here or have any questions please email sandra@arcetglobal.com.

CATEGORY DESCRIPTIONS

CUSTOMER CENTRICITY (CC)

Best Customer Experience Strategy

A well thought-through and executed strategy that demonstrated a noticeable shift in direction that lead to positive business results.

Contact Centre

Contact Centers that utilise innovative methods and effective management, regardless of the size of the Centre, to provide quality support to customers with strong business performance.

Best Customer Measurement Programme

The use of key customer experience metrics (tracking, analyzing and measuring) to bring a greater customer focus and can demonstrate the effectiveness and efficiency of measuring a customer centric approach.

Employee Engagement and Happiness

The use of strategies which help increase engagement and happiness with employees.

Digital Strategy or Transformation

The use of digital tools and systems to fundamentally reshape the organisation and the customer experience delivered or implemented innovative digital technologies to impact customer experience. An effective digital strategy to deliver exceptional customer experience using various digital channels and touchpoints.

Customer Relationship Management

Those who have successfully utilised CRM systems to improve business performance

SUSTAINABILITY & CSR

Sustainability

Those who are putting sustainability at the forefront of their business to achieve both environmental sustainability and business sustainability

Corporate Social Responsibility

Those who have transformative impact on society and conduct their business in a way that is ethical.

BUSINESS EXCELLENCE

Strategy, Change and Transformation

Those that made a long-term positive impact through business transformation and continuous improvement.

Marketing, Social Media and Brand

Organisations that demonstrate outstanding Marketing approach and strategy to engage with the customers across multiple touchpoints.

Technology and Smart Technology

Latest and most revolutionary products and services across the smart technology sector.

Wellbeing and Health

Those in the Healthcare sector that implemented strategies that improve the population's health and address the wider social determinants of health.

Innovation

A forward-thinking company that have made positive impact in its market and made a significant achievement.

GOVERNMENT

Best Government Business Initiative

A project or initiative from a Government Entity which has directly made an impact on business. This could be in terms of legislation or a means of making it easier to do business.

SME

Youth

Businesses that embed the interests of the youth whilst providing them opportunities for development to create innovative solutions.

Small and Micro-Business / Medium Business (SME)

A business with less than 50 and between 50 and 250 employees that achieved outstanding initiative in the company and demonstrate sound management practices and demonstrated excellence within their sector

SME Products and Services (supporting SMEs)

Service providers or Companies that support SME through their product/service offering.

PEOPLE

Customer Experience Team

A team within a specific function or from across different functions who demonstrated teamwork, creativity and leadership in improving customer experience.

Inspirational Male Leader

Best male business leader who has had a positive impact on a business and demonstrated outstanding leadership with an exceptional drive to succeed, regardless of grade or role.

Inspirational Female Leader

Best female business leader who has had a positive impact on a business and demonstrated outstanding leadership with an exceptional drive to succeed, regardless of grade or role.