



CUSTOMER EXPERIENCE AWARDS: FREQUENTLY ASKED QUESTIONS

1. What is the ICX CX Matrix all about?

It is a standards and audit framework toolkit that has been designed to help organizations review their strategy, business processes, service chain and customer inclusion strategy against best practice.

The matrix will also be used as an assessment tool for the Service Excellence Awards in 2022.

2. What will be the next steps now that the CX Matrix has been launched?

ICX will conduct an orientation and capacity building workshops to sensitize interested stakeholders on the tool, the process and the service excellence awards.

3. What are the CX awards all about?

The CX Awards have been set up to recognize and award the best performing organizations in different categories as outlined in the ICX CX Matrix.

4. Who is eligible for the CX Awards?

All corporate and active members of ICX are eligible to register their organizations for these awards.

ICX Kenya

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5. What are the entry requirements for the awards?

Organizations wishing to participate should send in their entries to ICX by July 31st 2022.

All entries should include input and outcomes implemented and achieved within the calendar year July 2021-June 2022. Assessments will be carried out over a scheduled period to enable a comprehensive audit process and the winners announced during the award ceremony in October 2022.

6. When will the next award ceremony be?

The award ceremony is scheduled for October 2022.

7. Can we take part in the awards if we don't have a Customer Experience department?

Yes, Customer experience goes beyond the existence of a department. It is based on the organization's commitment and strategy towards excellent customer experience. As long there is existence of demonstrable CX strategy, process, structures and initiatives, the organization is eligible to participate.

8. Will different industries be measured together?

Yes, the matrix is generic and not industry based. The elements and pillars of CX excellence are best practice standards irrespective of industry or sector.

9. What will happen if we are the only award entry in our industry?

The organization will be evaluated using the CX matrix audit tool and the outcomes of the assessment collated. If the organization meets the defined winner's scoring ceiling, then the award will be presented. Organizations that participate but do not achieve the set ranking for winning will be awarded a certificate of participation.

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10. Will we know who else is taking part in the awards and in what categories?

Individual organizations will send in their applications for the categories they would like to participate in directly to the ICX Service Excellence Awards Secretariat and as such there will be no public visibility of the entrants. However, all entries will be acknowledged at the Awards ceremony, ahead of the announcement of the winners.

11. Who will evaluate us once we have submitted entries?

The ICX Service Excellence Awards Secretariat will provide a team of qualified and ICX authorized CX auditors who will conduct the assessments using the approved methodology

12. Will we be notified on when auditors will come?

Yes, advance meetings will be set up within the audit period and notification will be provided.

13. How long will the auditors take to carry out their audit?

This will be dependent on the number of entries (categories) that an organization has entered. It is estimated that the audits would take a maximum period of one week.

14. How can we be sure that the information we give to the auditors will remain confidential?

All the ICX CX auditors will be bound to strict confidentiality and will sign a confidentiality agreement issued by ICX. ICX will further sign NDAs with the specific organizations and all information shared with the judges will only be for purposes of verification of audits.

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15. Will other touch points be measured in addition to the Contact Centre?

Yes. Based on the category that the organization has submitted their entry for, the touchpoints that are linked directly or indirectly to the entry requirements will be audited. The measurements are designed to evaluate the category matrix.

16. Will B to B Customer Experience be measured separately?

No, but it will be included in the overall measurement of CX strategy, best customer product/service alignment and best relationship.

17. Will the judging criteria and reports be available to participants?

Yes. The applicants will be expected to liaise with the ICX secretariat for the terms and conditions for report availability and presentation.

18. Will the winners of the various awards be allocated opportunity to share their stories with the industry?

Yes, both at the award ceremony and post the awards. The awards are also aimed at providing a platform for peer learning amongst organizations and practitioners.

19. Will we receive certificates for the CX Awards training?

As this is an awareness training to help interested stakeholders effectively understand and use the matrix and reporting tool to prepare for the ICX awards, no certificates will be presented.

20. Who do we talk to if we have more questions or need clarification?

For more information on the ICX CX Matrix, Evaluation Tool and Service Excellence Awards, kindly liaise with the ICX secretariat on 0754 854 565

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