Loyalty & CX Award Middle East

# LOYALTY & CX AWARDS MIDDLE EAST ENTRY FORM 2027

## Partners & Providers

# 1. GENERAL INFORMATION

## 1.1 Entry Requirements

This Entry Form is used for Entries in Part 8, Partners & Providers of the Loyalty & CX Awards Middle East where the subject of evaluation is the activities of an agency, service provider, contact centre, technology company or solution provider.

**For the 2027 Award, the evaluation period is from 18 November 2025 to 18 November 2027.**
Requirements governing the application of the evaluation period depending on the category type and subject of evaluation are set out in the Award Regulations.

**To enter the Award, you must:**

**- complete and submit this Entry Form;**
**- pay the applicable registration fee** in accordance with the terms and registration periods set out in the Award Regulations.

Please submit the completed Entry Form electronically to: **awards@spectrum350.org**

The same organisation may be entered in more than one Award category. A separate Entry Form must be completed and a separate registration fee paid for each category, subject to the discounts and special terms set out in the Award Regulations.
There is no limit to the number of Entries that may relate to the same Entrant or be submitted by the same Submitting Party.



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# 2. CONTACT INFORMATION

Provide the details of the individual responsible for submitting and administering this Entry on behalf of the Submitting Party.

| **2.1 Submitting Party / Primary Contact** | |
|---|---|
| Full Name: | |
| Company: | |
| Job Title: | |
| Email: | |
| Phone: | |

| **Preferred Communication Channel**<br><br>Please indicate your preferred channel for communications from Spectrum350: | |
|---|---|
| Email | |
| Telegram<br>Telegram username (if applicable): | |
| WhatsApp<br>WhatsApp number (if different from the phone number above): | |
| Phone | |
| Other (please specify): | |



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| |
|---|
| The preferred communication channel is used where practical and does not replace official Award notifications sent by email. |

| **2.2 Additional Contact (if applicable)** | |
|---|---|
| Full Name: | |
| Company: | |
| Job Title: | |
| Email: | |
| Phone: | |

| **2.3 Billing Details** | |
|---|---|
| Legal Entity Name: | |
| Country of Registration: | |
| Company Registration / Tax Number: | |
| Registered Address: | |
| Billing Contact: | |
| Billing Email: | |

# 3. COMPANY INFORMATION

| **3.1 Company Name** |
|---|
| Provide the full name of the company, agency, provider or business unit being entered for the Award. |



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| **3.2 Brand**<br><br>Provide the brand name under which the organisation operates in the market, if different from its legal name. |
|---|
| |

**3.3 Type of Organisation**

Select the option that best describes the organisation:

| | |
|---|---|
| Agency | |
| Service Provider | |
| In-House Contact Centre / Business Unit | |
| Outsourced Contact Centre | |
| Technology Company / Vendor | |
| Solution Provider | |
| Other | |

**3.4 Core Specialisation**

Briefly describe the organisation's main areas of activity in loyalty marketing, customer experience, customer engagement, technology or related fields.



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**Maximum length: 200 words.**

**3.5 Geography of Operations**

Indicate the main countries and regions in which the organisation operates, including the Middle Eastern countries where the relevant activities are carried out.

**3.6 Year Operations Began**

Provide the year in which the organisation, relevant business area or business unit began operating.

# 4. CATEGORY AND ENTRANT SUMMARY

**4.1 Category**



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| Select the category in which this Entry is being submitted: | |
|---|---|
| 8.1.1. CRM & Loyalty Agency of the Year | |
| 8.1.2. CX Agency of the Year | |
| 8.1.3. Performance Marketing Agency of the Year | |
| 8.1.4. Best In-House Contact Centre | |
| 8.1.5. Best Outsourced Contact Centre | |
| 8.1.6. Best Rewards Catalogue Provider | |
| 8.2.2. Vendor of the Year - Loyalty Marketing & Customer Experience Technology | |
| 8.2.4. Gamification Provider of the Year - Best Technology Provider for Gamification Solutions | |

**4.2 Entrant Summary for Public Communications**

Provide a brief description of the organisation / business unit and its core specialisation.

This text may be used in official Award communications, including publications about Finalists and Winners.

**Maximum length: 50 words.**

# 5. PROFESSIONAL ACTIVITIES



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**5.1 Positioning and Expertise**

Describe the entrant's professional specialisation, key capabilities and role in the market.

Outline the main areas of expertise, products, services, technologies or solutions that the entrant provides to clients or uses in its own activities.

**Maximum length: 400 words.**

**5.2 Scale of Operations**

Describe the scale of the entrant's activities in the area relevant to the selected category.

Where available, provide the number of clients, projects, users, customer interactions handled, implementations, partners or other indicators that demonstrate the scale of operations.

**Maximum length: 300 words.**

**5.3 Key Projects and Clients**



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Provide examples of the most significant projects, implementations, solutions or client cases delivered by the entrant in the area relevant to the selected category.

For each example, briefly indicate:

- the client or industry, if the client's name cannot be disclosed;
- the challenge;
- the entrant's role;
- the solution delivered;
- the results achieved or value created.

**Maximum length: 600 words.**

**5.4 Approach and Delivery Quality**

Describe the approaches, processes, methodologies, technologies or standards used by the entrant to ensure the quality of project, solution or service delivery.

**Maximum length: 300 words.**



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# 6. COMPETITIVE ADVANTAGES

| **6.1 Competitive Advantages**<br><br>What are the entrant's key competitive advantages?<br>How do its expertise, approach, technologies, service model or capabilities differ from those of other companies and solutions in the market?<br><br>**Maximum length: 300 words.** |
|---|
| |

| **6.2 Innovation and Development of the Offering**<br><br>Describe the most significant innovations, improvements or new capabilities introduced during the evaluation period in the entrant's products, services, technologies, methodologies, processes or service model.<br>Explain how these developments strengthened the quality, relevance or differentiation of the entrant's offering.<br><br>**Maximum length: 300 words.** |
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# 7. RESULTS & VALUE CREATED

| **7.1 Client / Organisational Value**<br><br>Describe the main results and value created by the entrant for clients, partners or the client organisation.<br>Where available, indicate the impact on commercial results, customer experience, customer engagement and retention, operational efficiency, service quality, development of loyalty programs or other significant indicators.<br><br>**Maximum length: 400 words.** |
|---|
| |

| **7.2 Quantitative Metrics**<br><br>Provide measurable indicators that demonstrate the results of the entrant's activities in the area relevant to the selected category.<br>Depending on the nature of the category, these may include business growth, growth of the client portfolio, number of projects or implementations, solution effectiveness, service quality, customer satisfaction, SLA, NPS, economic impact or other relevant metrics.<br><br>**Maximum length: 300 words.** |
|---|
| |



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**7.3 Development During the Evaluation Period**

Describe how the entrant's activities and professional capabilities developed during the evaluation period.

Where relevant, include changes in the client or project base, implementation scale, areas of expertise, operational capabilities, market activity or other indicators of meaningful development.

**Maximum length: 300 words.**

# 8. PROFESSIONAL & INDUSTRY RECOGNITION

**8.1 Industry Recognition**

Describe the most significant forms of professional or industry recognition received by the entrant during the evaluation period.

Where applicable, include:

- industry awards;
- professional rankings;
- independent research;
- publications;
- recognition from clients or partners;
- other significant achievements.



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**Maximum length: 200 words.**

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| **8.2 Contribution to the Industry**<br><br>Describe the entrant's contribution to the development of professional practices, technologies, standards, capabilities or the industry community in the field relevant to the selected category.<br><br>**Maximum length: 250 words.** |
|---|
| |

# 9. EVIDENCE AND SUPPORTING MATERIALS

## 9.1 Supporting Sources and Materials

Please identify the sources, documents, data or other materials that support the most significant claims and results presented in the Entry.

These may include:

- internal or external analytical data;



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- research;
- reports;
- measurement results;
- financial, commercial, operational, customer, technological or other relevant metrics;
- client cases and results of completed projects;
- confirmation from clients, partners or other stakeholders;
- published sources;
- professional rankings, research or other independent sources;
- other relevant materials.

For each source or material, where possible, indicate which claims, achievements or results in the Entry it supports. Supporting materials submitted with the Entry should be listed in Section 9.2.

### 9.2 Submission of Supporting Materials

You may submit up to five supporting materials to substantiate the information provided in the Entry.

Supporting materials must be directly relevant to the claims, achievements or results described in the Entry.

**Accepted formats include**:

- PDF documents;
- presentations;
- images;
- analytical reports;
- video materials (up to 5 minutes per file).

**List of Supporting Materials**



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Please list the supporting materials submitted with this Entry. For each material, indicate which information or evidence identified in Section 9.1 it supports, where applicable.

| **Supporting Material / File Name** | **Related Evidence in Section 9.1** |
|---|---|
| | |
| | |
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| | |

Please indicate how the supporting materials will be submitted:

| **Email attachments** | |
|---|---|
| Materials will be attached to the email containing the completed Entry Form. | |
| **Cloud storage** | |
| Materials will be provided through a file-sharing services such as Google Drive, Dropbox or similar services. | |
| **Link to Supporting Materials (if using cloud storage):** | |
| | |

Please ensure that the Organiser can access the materials using the link provided without requesting additional permissions.

Please name all files using the following format: **ENTRANT NAME + CATEGORY**



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# 10. WHY DOES THIS ENTRY DESERVE THE AWARD?

| **10.1 Why This Entry Deserves the Award**<br><br>Explain the key reasons why you believe this Entry deserves recognition by the Award.<br>Focus on the most significant professional capabilities, distinctive features of the offering, achievements and results of the company / organisation that demonstrate its professional value and relevance to the selected category.<br>There is no need to repeat the information provided in the previous sections of the Entry Form.<br><br>**Maximum length: 150 words.** |
|---|
| |

| **10.2 Winner Name for the Trophy**<br><br>If the Entry wins in the category, please provide the exact company / brand name to be displayed on the trophy.<br>Please provide the name in its final form, including capitalisation, abbreviations, punctuation and any other specific formatting.<br>The Organiser will use the name provided below when producing the trophy without further editing or approval.<br>The Submitting Party confirms that the spelling and formatting provided are correct. If the trophy needs to be reproduced due to an error in, or a subsequent change to, the name provided in this section, the cost of reproducing and delivering the replacement trophy will be borne by the Submitting Party. | |
|---|---|
| **Company / Brand Name for the Trophy:** | |



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# 11. CONFIDENTIALITY

The Organising Committee ensures that the established confidentiality requirements for the information provided are observed.
The Submitting Party determines the level of confidentiality applicable to the information contained in the Entry Form and supporting materials.

**Please select one of the following options**:

| | |
|---|---|
| **Level 1. Full Confidentiality** | |
| All information contained in the Entry Form and supporting materials is confidential and may be used exclusively for the purposes of organising, administering and evaluating the Entry within the Award. | |
| **Level 2. Use in Research and Industry Materials Subject to Approval** | |
| The information may be used by Spectrum350 in the preparation of research and industry materials only with the Submitting Party's additional approval. | |
| **Level 3. Use in Research and Industry Materials without Additional Approval** | |
| The information may be used by Spectrum350 in the preparation of research and industry materials without additional approval from the Submitting Party. | |
| **Level 4. Non-Confidential Information** | |
| The information provided may be used by the Organiser without confidentiality-related restrictions. | |



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Regardless of the confidentiality level selected, the Jury treats all information contained in the Entry Form and supporting materials as confidential professional information and may use it only for the purposes of evaluating the Entry.

**Important**: the selected confidentiality level does not apply to information specifically provided by the Submitting Party for use in the Award's official public communications, including the Entrant Summary for Public Communications provided in Section 4.2 of this Entry Form.

# 12. CONFIRMATION AND CONSENT

**By submitting this Entry Form, the Submitting Party confirms**:

- that the information provided is accurate;
- acceptance of the Award Regulations;
- the obligation to pay the applicable registration fee in accordance with the terms of the Award Regulations.

| **Full Name / Job Title** | **Signature / Date** |
|---|---|
| | |

# 13. COMMUNICATIONS FROM SPECTRUM350

| | |
|---|---|
| I agree to receive information from Spectrum350 about future editions of this Award, other Spectrum350 awards, participation opportunities and related professional initiatives. | |



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I understand that I may withdraw my consent at any time by using the unsubscribe option in an email or contacting Spectrum350 at awards@spectrum350.org.



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