The Global Loyalty & CX Awards

THE GLOBAL LOYALTY & CX AWARDS ENTRY FORM 2027

Projects & Initiatives

1. GENERAL INFORMATION

1.1 Entry Requirements

This Entry Form is used for Entries in The Global Loyalty & CX Awards where the subject of evaluation is a specific project, program, product, technology solution, campaign, mechanic, initiative or implementation.
It is also used for categories under Part 7, Customer Experience where the subject of evaluation is an established system, practice or the overall customer experience of an organisation or business area.

For the 2027 Award, the evaluation period is from 13 May 2025 to 13 May 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 subject of evaluation 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 be submitted by a single Submitting Party or relate to the same Entrant.

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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 Please indicate your preferred channel for communications from Spectrum350:	
Email	
Telegram Telegram username (if applicable):	
WhatsApp 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 Entrant / Company Name
Provide the full name of the company, organisation or brand to which this Entry relates.

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3.2 Industry

3.3 Business Focus Select the option that best describes:	
B2B	
B2C	
B2B2C	

3.4 Is the Submitting Party different from the Entrant?	
Yes	No
If **yes**, please provide:	
Submitting Party / Organisation:	
Relationship to the Entrant:	

3.5 Geography of Implementation / Use

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Please indicate the country or countries where the project, program, product, system, practice or initiative being entered is implemented or in active use.

4. SUMMARY OF THE SUBJECT OF EVALUATION

4.1 Name Provide the name of the project, program, product, system, practice, initiative or other subject being entered for the Award.

4.2 Summary Briefly describe the subject of evaluation and explain what specifically is being entered in the selected category. **Maximum length: 300 words.**

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4.3 Implementation / Use Period

Provide the launch date or the date when the project, program, product, system or initiative entered began to be used in practice, where applicable.

For established systems, practices or areas of activity that have been in place for a longer period, specify the period or stage of development whose achievements are the subject of this Entry.

4.4 Category Group

Select the category group for this Entry:

Part 1 - Loyalty Programs	
Part 2 - Card & Financial Loyalty	
Part 3 - Program Mechanics & Formats	
Part 4 - Campaigns & Engagement	
Part 5 - Technology & Data	
Part 6 - Gamification	
Part 7 - Customer Experience	
Part 8 - Partners & Providers (categories 8.2.1 and 8.2.3)	
For categories under Part 8 where the organisation, agency, provider or solution provider itself is the subject of evaluation, please use the separate Partners & Providers Entry Form.	

4.5 Category

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Specify the category in which this Entry is being submitted:

4.6 Summary for Public Communications

Provide a short description of the project, program, product, system, practice or initiative for use in the Award's official communications.

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

Maximum length: 50 words.

5. DESCRIPTION OF THE SUBJECT OF EVALUATION

5.1 Challenge and Objectives

Describe the initial challenge, problem or need for change.

What objectives were set for the project, program, product, system, practice or relevant area of activity?

Maximum length: 300 words.

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5.2 Description of the Subject of Evaluation Provide a detailed description of the subject of evaluation. Explain how the project, program, product, system, practice or initiative works, its principal components and how they relate to the challenge and objectives. **Maximum length: 1000 words.**

5.3 Starting Point and Context Describe the starting point and any material circumstances that created the need to develop or evolve the solution being entered. These may include customer needs and feedback, market conditions, business priorities, existing processes and constraints, the maturity of the existing system, technological developments, the competitive environment or other relevant factors. **Maximum length: 300 words.**

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5.4 Challenges and Constraints

Describe any significant challenges, constraints or risks encountered in developing, implementing or evolving the solution.
How did these factors influence the approach and its implementation?

Maximum length: 250 words.

5.5 Implementation

Describe how the solution was implemented in practice.

Where relevant, cover:
- the main stages of implementation;
- integration with existing systems, processes or channels;
- organisational or operational changes;
- coordination between participants and partners;
- scaling;
- how significant challenges and constraints were addressed.

For established systems, practices or the overall customer experience of an organisation, describe how they operate in practice, how implementation is managed consistently and how they continue to evolve.

Maximum length: 400 words.

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6. APPROACH & DIFFERENTIATION

6.1 Approach and Key Decisions

Describe the key professional, strategic, technological, customer-focused or other decisions that shaped the approach.
Why was this particular approach chosen to address the challenge?

Maximum length: 300 words.

6.2 Differentiation

How does the approach differ from the entrant's previous practice, commonly used solutions or alternative approaches?
Describe the distinctive features, advantages, adaptation to the specific context or other characteristics that demonstrate the quality and professional value of the chosen solution.
Radical technological or product innovation is not required.

Maximum length: 300 words.

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7. RESULTS & IMPACT

7.1 Customer / User Impact

Describe what changed for the customer or user as a result of the solution being entered.

Depending on the nature of the Entry, this may include changes in customer or user experience, behaviour, engagement, usage, retention, perceived value, convenience, quality of interaction or other relevant outcomes.

If direct customer impact is not objectively relevant to the category, describe the impact on system users, stakeholders or operations.

Maximum length: 300 words.

7.2 Business Impact & Measurable Results

Describe the main results achieved in relation to the objectives and starting point.

Where available, provide relevant quantitative measures, such as commercial or economic impact, changes in KPIs, retention, frequency, conversion, sales, revenue, cost reduction, efficiency improvements, service or operational metrics, or other measurable results.

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Explain the extent to which the results presented can reasonably be attributed to the implementation or use of the solution being entered. If the results were materially influenced by other factors, please identify them where possible.

Maximum length: 400 words.

7.3 Measurable Results Context

For the measurable results presented, where applicable, provide:

- baseline;
- target;
- result achieved;
- measurement period;
- scale or reach.

Where absolute figures cannot be disclosed for confidentiality reasons, relative changes, ranges or other information may be provided where this allows the Jury to assess the nature and significance of the result achieved.
Where the nature of the result does not lend itself to quantitative measurement, describe it in a form that allows the Jury to compare the impact achieved with the starting point and the objectives set.

Maximum length: 250 words.

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8. EVIDENCE AND SUPPORTING MATERIALS

8.1 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;
- research;
- reports;
- measurement results;
- financial, commercial, operational, customer, user, technological or other relevant metrics;
- confirmation from clients, partners or other stakeholders;
- published sources;
- other relevant materials.

For each source or material, where possible, indicate which claims or results presented in the Entry it supports.
Supporting materials submitted with the Entry should be listed in Section 8.2.

8.2 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.

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Accepted formats include:

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

List of Supporting Materials

Please list the supporting materials submitted with this Entry. For each material, indicate which information or evidence identified in Section 8.1 it supports, where applicable.

Supporting Material / File Name	**Related Evidence in Section 8.1**

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):	

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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: **COMPANY NAME + NAME OF THE SUBJECT OF EVALUATION**

9. WHY DOES THIS ENTRY DESERVE THE AWARD?

9.1 Why This Entry Deserves the Award

Explain the key reasons why you believe this Entry deserves recognition by the Award.
Focus on the most significant features, professional decisions, customer / user impact and results achieved by the project / initiative that demonstrate its significance and relevance to the selected category.
There is no need to repeat the information provided in the previous sections of the Entry Form.

Maximum length: 150 words.

9.2 Winner Name for the Trophy

If the Entry wins in the category, please provide the exact company / brand name to be displayed on the trophy.
Please provide the name in its final form, including capitalisation, abbreviations, punctuation, quotation marks and any other specific formatting.
The Organiser will use the name provided below when producing the trophy without further editing or approval.

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The Submitting Party confirms that the spelling and formatting provided are correct. If the Trophy needs to be reproduced because of an error in, or a subsequent change to, the name provided in this section, the cost of reproduction and delivery will be borne by the Submitting Party.	
Company / Brand Name for the Trophy:	

10. 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	

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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.	

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 Summary for Public Communications provided in Section 4.6 of this Entry Form.

11. 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**

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12. 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.	
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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