



National
Innovation
Awards 2017

United Kingdom

Help Us Judge The Virtual Customer Assistant Category

Join Our Judging Faculty

No Cost. No Travel Requirement. No Time Out Of The Office

Designed and produced by the Directors' Club United Kingdom

Judged by the leaders of UK industry



VIRTUAL CUSTOMER ASSISTANT INNOVATIONS

Can you help us judge the Virtual Customer Assistant category of the UK National Innovation Awards 2017?

Do you want to learn about four of the most innovative technologies in the Virtual Customer Assistant space?

Can you spare 3-hours between November 30th and December 7th?

Do you want to join other leaders of UK industry in our Judging Faculty, including a photo and profile link on the award's website?

Introducing The Nationals

The **UK National Innovation Awards** (the Nationals) have been designed by the Directors' Club United Kingdom to recognise business technology innovations and their impact on customer experience, employee engagement, operations performance, product creation, and profitable growth.

As technology and innovation are at the heart of this initiative, we decided to totally reimagine the concept of B2B recognition and award giving.

The outcome is a unique programme that uses an all-digital platform to execute the entire awards process (with the exception of mailing the winner's trophy).

Our aim is to have an as-near-as-possible zero carbon footprint and environmental impact.

Consequently, there are no travel, over-night accommodation or gala dinner expenses associated with our programme.

Directors' Club is dedicated to promoting the success and growth of all businesses in the United Kingdom. Therefore, the Awards categories are open to all technology developers worldwide who are doing business in the UK.

About This Category

The market growth for **Virtual Customer Assistant** solutions over the past year has been rapid and high profile.

Customers are becoming accustomed to conversing with automated assistants such as Siri, Alexa, Cortana and Google Home. This customer acceptance and use of the technology offers organisations great potential to harness Virtual Customer Assistant solutions to deliver creative and reliable customer service, support and care 24/7.

Virtual Customer Assistants have the potential to deliver three positives to organisations and their customers:

- Enhance customer experience through creative design, 24/7 operation, and the opportunity to personalise interactions



- Reduce the cost to serve and boost service productivity
- Future-proof operations against competitor adoption of service automation technologies

Who Makes A Good Judge?

First and foremost we are looking for judges who are **business and operational leaders**. Such leaders will appreciate Virtual Customer Assistant innovation from a business outcomes perspective.

You **don't need to be** a technology expert or have any current expertise in the Virtual Customer Assistant field. However, if you do have such expertise you are very welcome also!

Our judges will be senior stakeholders in the functional divisions or departments that will be most impacted by the introduction of a Virtual Customer Assistant solution. These include leaders in:

Customer Service/Support/Care
Customer Contact
Customer Experience
Customer Operations
Digital
Self-Service
IT
CRM
C-Suite

If the above do not cover your role, but you consider yourself a stakeholder, please put yourself forward.

Who Can't Judge This Category?

Sorry, for this category judging **is not open** to consultants, employees of technology companies, freelancers or job seekers.

Process, Dates & Time Commitments

Over the past year we have evolved our judging process, with the aim of making it super-convenient and flexible for our judges. You are important busy people!

On **Thursday, November 30th** our judges will receive an email containing the following for each of the four category finalists:

- First-round written submission (max 1,500 words)
- Materials supporting the written submission (max 5-minutes to consume)
- Finalist Presentation Video (max 15-minutes)

We recommend judges spend no longer than 45-minutes assessing each entry. Therefore, the judging process should take **no longer than 3-hours**.



Judges then click on a voting link and nominate one winner and one runner-up.

All nominations must be registered by 4pm on **Thursday, December 7th**.

Finalists receive 2 points for each “winner nomination” and 1 point for each “runner-up” nomination.

The finalist that receives the highest number of **points** will be declared the overall winner. The second highest points scorer will be the overall runner-up.

The Results will be emailed to all judges and finalists at 10am on **Friday, December 8th**.

How To Register As A Judge

It's very simple. Email jon.snow@directorsclub.org.uk and request to become a judge for the **Virtual Customer Assistant** category.

If you are not yet a member of the **Judging Faculty**, your photo and LinkedIn.com profile link will be added after the voting for this category closes on December 7th.

Directors' Club United Kingdom

For more information on Directors' Club United Kingdom, visit our website:

<http://directorsclub.org.uk>