

**CATEGORY 22**

**BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS**

**ENTRY FORM**

**ENTRY CONTACT INFORMATION:**

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| **Company name:** |  |
| **Contact name:** |  |
| **Job title:** |  |
| **Business email:** |  |
| **Telephone number:** |  |
| **Company logo: Transparent background (must be attached to your email as a separate file)** |  |
|  | |
| **Permission to enter the Loyalty Awards:  (Signature)** |  |
| **Signed by: (Name & Surname)** |  |
| **Role:** |  |
| **Date:** |  |

**DECLARATION:**

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| I hereby declare that all evidence submitted as part of this awards entry, is 100% factual and further evidence can be requested by the judges should more clarity be required.  I understand that falsely provided information will lead to disqualification, at the discretion of the judging panel.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I have read the small print.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I give permission for the submitted logo and winning paragraph to be used in the awards announcement and website, should this entry receive recognition.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**SUMMARY:**

This award will be awarded to the brand that demonstrates positive results, clearly derived from the insightful use of customer data and the application in CRM. In addition, demonstration of effective targeting and modelling, profitable customer segmentation and deep analytical grasp of consumer attitudes and behaviours will be assessed.  
  
**Please ensure your entries address the below criteria:**

1. Showcase your strategic data strategy across the organisation and how this converts to results e.g. ROI incremental performance (not just absolute results)
2. Short-term campaign effectiveness: proven cross-sell / up-sell supported by incremental results (versus control groups)
3. What is your long-term customer-centricity approach and use of strategic segmentation?
4. Proven retention versus industry best practice

**What we require:**

* Entry contact information
* Signed declaration and permission
* Transparent logo
* Winning paragraph
* 1 page executive summary
* Submission (max 4 pages) – all boxes completed
* Supporting evidence files (max 5 items)

**Entry fees:**

A fee is charged per category entry. Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before the date stipulated in the small print. Unfortunately, no refunds can be processed once entries are submitted.  
  
**All entries must be emailed to: info@southafricanloyaltyawards.com**Should your file sizes be too big for email, please share via dropbox or wetransfer**.**

**AGENCY SUBMISSIONS (On behalf of clients)**  
If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.

**WINNING PARAGRAPH (max 150 words):**

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| (To be published should your entry receive recognition – permission must be granted in the declaration on page 2) |

**EXECUTIVE SUMMARY:**

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**THE NEXT 3 PAGES MUST HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Showcase your strategic data strategy across the organisation and how this converts to results e.g. ROI incremental performance (not just absolute results)
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3. What is your long-term customer-centricity approach and use of strategic segmentation?
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| 1. **Showcase your strategic data strategy across the organisation and how this converts to results e.g. ROI incremental performance (not just absolute results):** |
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| 1. **Short-term campaign effectiveness: proven cross-sell / up-sell supported by incremental results (versus control groups):** |
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| 1. **What is your long-term customer-centricity approach and use of strategic segmentation?** |
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| 1. **Proven retention versus industry best practice:** |
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**SAVING CRITERIA:**

Once the above entry information has been completed, your files and supporting documentation must be saved in the following format when submitting your entry please:  
  
**file name** = category#-programmename-brandname.doc  
e.g. CATEGORY1-ROYALREWARDS-ROYALHOTEL.doc  
  
Once you have saved all your files in the correct format, simply enter by emailing: [info@southafricanloyaltyawards.com](mailto:info@loyaltyawardssouthafrica.com)

If your file sizes are too big, simply send it to us via dropbox or wetransfer.  
  
**CONFIDENTIALITY:**To view our confidentiality agreement that has been signed by all judges and South African Loyalty Awards employees, please [**click here.**](file:///C:\Users\Mandy\OneDrive%20-%20truth\SALA\JUDGES%20CODE%20OF%20CONDUCT%20FOR%20SOUTH%20AFRICA%20LOYALTY%20AWARDS%20.pdf)

**HAVE ANY QUESTIONS?**

Please call us on **021 715 8619** or email [info@southafricanloyaltyawards.com](mailto:info@loyaltyawardssouthafrica.com) and we will gladly assist!