

Judging Criteria

Criteria	What you'll be scored on	What you need to describe in your submission	Weight
Objective	What was the objective of your training / programme	<ul style="list-style-type: none"> • Background to your organisation • Introduction of your objectives / problem that the training was meant to address • What were the goals or objectives of your training programme when you started out 	10
	What was the innovation in this programme / training	<ul style="list-style-type: none"> • What unique features did this programme have • How was this programme different from others implemented in the past • How was this programme different from others in the industry 	20
Implementation	How did you implement this programme	<ul style="list-style-type: none"> • How was the programme implemented? (i.e. did you use short-intensive training, mentoring, online training, etc.) • Why did you chose to implement the programme using the method(s) you have chosen 	10
Success	Impact of the programme on KPIs	<ul style="list-style-type: none"> • What impact did the programme have on your key performance indicators? What were the KPIs? • What feedback did you get from the employees that attended the programme • Did the programme impact your sales or other financial factors? 	15
	Impact of the programme on Customer Satisfaction & Customer Experience	<ul style="list-style-type: none"> • What impact did the programme have on customer satisfaction • Did the programme have an impact on the customer experience of customers? 	20
	Impact of the programme on NPS (or similar variable)	<ul style="list-style-type: none"> • Did the programme affect the Net-promotor-score or other similar factors related to word-of-mouth & recommendation 	5

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	Impact on loyalty	<ul style="list-style-type: none"> • Did this programme affect customer loyalty within the organisation • How did you measure customer loyalty within your organisation (e.g. loyalty programme, data mining, etc.) • What factors are considered as a part of customer loyalty within your organisation 	15
Future	What changes would you recommend to improve this in the future	<ul style="list-style-type: none"> • What were the shortcomings of this programme? • Are there any ways of improving this programme in the future 	5
Total			100

Marking Guide

Grade	Criteria	Score
Excellent	<ul style="list-style-type: none"> • Outstanding work, world class practices employed • Best in class and/or industry practices • Backed up with sufficient evidence to prove results 	80 - 100
Good	<ul style="list-style-type: none"> • Great work, best practices used • At par with other top organisations • Shows a high level of evidence to prove results 	60 - 79
Average	<ul style="list-style-type: none"> • Good work which has produced positive results for the organisation • Above average from an industry perspective • Shows some evidence of the results 	40 - 59
Needs work	<ul style="list-style-type: none"> • Evidence is not strong enough to show the results • Good effort, however, not above average from an industry perspective • Arguments not described appropriately 	20 - 39

Grade	Criteria	Score
Below par	<ul style="list-style-type: none">• Serious lack of evidence to back up results• There is much room for improvement• One part of the submission does not link with other(s)• Does not meet the criteria	< 19