



Confederation of Indian Industry

IT'S A
WIN
WIN



CII AWARD FOR CUSTOMER OBSESSION

2019



APPLICATION BROCHURE

EMBEDDING CUSTOMER OBSESSION CULTURE ACROSS THE VALUE CHAIN

CII works to develop a strong and socially responsive Industry. To this end, one of the things it does is help businesses stay competitive. The CII Award for 'Customer Obsession' is a step in this direction. This award uses a stringent framework, specially designed by the CII Institute of Quality (IQ), to evaluate the customer-focus quotient of businesses. Applicants that make the mark are recognized and those that don't, have the benefit of a rigorous evaluation none the less. They can use it for course correction and move towards higher customer satisfaction standards. So signup. Whichever way you look at it you stand to gain.



CONTENTS

INTRODUCTION	04
CII IQ EXCELLENCE FRAMEWORK FOR MANAGING CUSTOMER EXPERIENCE	05
ABOUT CII AWARD FOR CUSTOMER OBSESSION	07
RECOGNITION LEVELS	08
RECOGNITION CRITERIA	09
WHO CAN APPLY?	10
WHY & HOW TO APPLY?	11
KEY STEPS	12
APPLICATION AND ASSESSMENT FEE	13
PROGRAM TIMELINES	14
SUPPORT SERVICES	14
ELIGIBILITY VERIFICATION FORM	15
APPLICATION FORM	17

INTRODUCTION

Customer Experience Management

Customer experience has emerged as the single most important aspect in achieving success for all organisations, regardless of its size, sector, products and business model. Building a customer centric culture to provide value adding positive customer experience, consistently across the value chain is one of the major focus area for all organisations.

Organisations that systematically monitor customer experience and take appropriate improvement actions, truly differentiates from others by demonstrating a customer centric culture and improvement in critical business parameters.

Customer experience is the outcome of an interface between the customer and an organisation, including extended arms of its value chain at all stages of the customer life cycle. The stages include awareness, acquisition, development, delivery, service, disposal, brand, status, loyalty and advocacy. The experience can be emotional, rational or physical. Crafting a great customer experience require enormous amounts of collaboration across groups in an organisation.

Why Customer Experience Management is Important?

Customer experience has become one of the most influential differentiator in today's highly competitive, highly networked global marketplace. A positive and consistent customer experience can:

- Create consistent brand experience across the value chain.
- Boost revenue with increased sales from existing customers and by acquiring new customers.
- Improve its product offerings, with increased value to customers.
- Improve customer satisfaction and loyalty.
- Improve the marketing effectiveness.

Customer satisfaction is essentially the culmination of a series of customer experiences. To enhance customer satisfaction, an organisation must focus on providing innovative, value adding, positive experience across the value chain at all stages of the customer lifecycle.

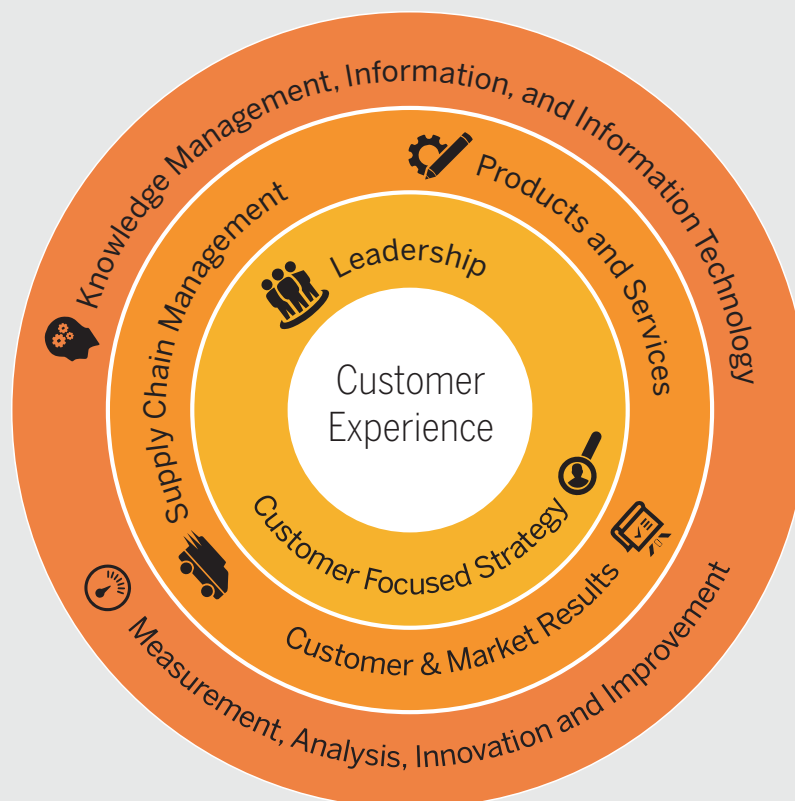
To enable organisations build a customer centric culture, by putting customer at the centre of all that they do, CII IQ has developed CII IQ EXCELLENCE FRAMEWORK FOR MANAGING CUSTOMER EXPERIENCE, a holistic framework, developed based on the customer focused requirements of the internationally recognised Baldrige Performance Excellence Category: (Business/Non Profit) 2017-2019, with necessary customisation. We urge Organisations to adopt this framework in their pursuit of excellence.

CII IQ EXCELLENCE FRAMEWORK FOR MANAGING CUSTOMER EXPERIENCE

The framework puts Customer Experience as its nucleus, emphasising the significance of delivering superior experience across the value chain and institutionalising a customer centric culture. All other requirements revolve around the central theme.

CII IQ Excellence Framework for Managing Customer Experience, depicted below describes the requirements under 7 Categories (6 Process Categories and 1 Result Category)

CII IQ EXCELLENCE FRAMEWORK FOR MANAGING CUSTOMER EXPERIENCE



© Confederation of Indian Industry 2019

This is a generic, non-prescriptive framework, which can be applied to all organisations regardless of sector, size, structure or maturity.

Structure of the Framework

Customer Experience is at the centre of the framework. Organisations develop Customer focused strategies aligning to its Vision (long term aspirations or goals) with actions to realise these strategies, enabling the organisation to provide a value adding, innovative, superior experience across the value chain.

Leadership role and Strategic focus is depicted after customer experience circle. This emphasises the role of Leadership in building a customer centric organisation with customer focused strategies and initiatives. While striving to deliver a positive experience to customers, core organisational values must be upheld without any compromise.

Customer focus through process management, product development, delivery, customer experience management, and supply chain management is elaborated after Leadership. Customer & Market Results depict the performance and outcome of all its customer focused processes which includes process performance measures, customer measures, engagement & experience measures, market measures and business measures.

Measurement, Analysis, Innovation and Improvement depicted in the outer circle of the framework, underlines the need to institutionalise an effective system to measure, analyse, and improve. It emphasises on leveraging learning, creativity and innovation for getting breakthrough improvements. Knowledge Management, Information and Information Technology elaborates the requirement of Knowledge Management, Information Availability, Security and also adapting Information Technology to improve overall efficiency and effectiveness of the organisation.

Adapting the CII IQ Excellence Framework for Managing Customer Experience enables the organisations to:

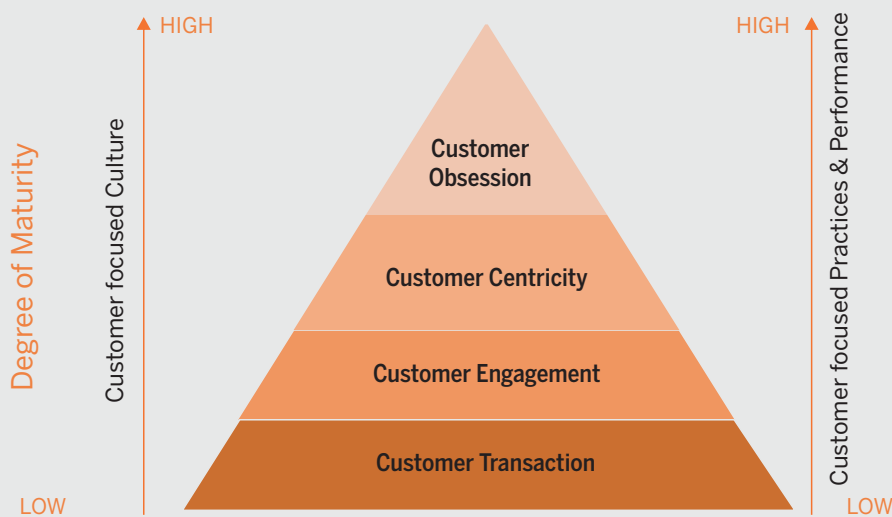
- Integrate its Vision to Customer focused Offerings.
- Understand the Customer and Add Value Consistently.
- Strengthen the Customer Relationships.
- Build an Organisation where Customer is at the Centre of all that they do.
- Transform from a Product Centric to a Customer Centric organisation.
- Put "Customer First" in all its actions and demonstrate "Customer Obsession" culture across the value chain.
- Deliver Outstanding Business Performance.

ABOUT CII AWARD FOR CUSTOMER OBSESSION

Customer focused excellence is a value, embedded in the beliefs and behaviours of high-performing Organisations. Customer is an actual or potential user of your products or services. Customers include the end users of your products, as well as others who are immediate purchasers or users, such as organisations that uses your product as an input in their processes. Customer focus should be a factor in developing and integrating your organisation's strategic directions.

Confederation of Indian Industry (CII) institutionalized 'CII Award for Customer Obsession', in 2016 for promoting a Customer Obsession Culture among Indian Industry. The Award recognise Customer Centric organisations where Customer is at the Centre of all that they do. The program also helps organisations to understand various elements that are critical for delivering superior customer experience across the value chain. The award program is based on the requirements of the 'CII IQ Excellence Framework for Managing Customer Experience'.

CUSTOMER OBSESSION PYRAMID



© Confederation of Indian Industry 2019

The Assessment is carried out based on the requirements of the CII IQ Excellence Framework for Managing Customer Experience and Scoring guidelines. The comprehensive, rigorous assessment is designed in line with internationally practiced assessment processes, further strengthened by leveraging the vast experience of CII in administering different awards including the CII-EXIM Bank Award for Business Excellence in India since 1994. Participants will gain immensely from this assessment, with a highly value adding, future focused actionable feedback, to drive the customer experience to the next higher orbit.

RECOGNITION LEVELS

There are three levels of recognition, starting from the Recognition for Customer Engagement, and going up to the Award for Customer Obsession. The three levels from highest to lowest are:



These three levels demonstrates the characteristics of a customer centric organisation at different degrees of maturity on two dimensions: 1) Customer Focused Practices & Performance: 2) Customer Focused Culture, as represented in the Customer Obsession Pyramid structure.



Special Recognition - Leveraging Digital Technologies for Superior Customer Experience

1. Focusing on active Customer Engagement

Initially, organisation focuses on building customer engagement practices that continuously add value by understanding, anticipating and fulfilling customer needs, expectations and opportunities. They create appropriate engagement mechanisms at all levels of the organisation and at all stages of customer lifecycle.

2. Building a Customer Centric Organisation

Organisations that have institutionalised appropriate systems and practices for actively engaging with customers, transition from being product centric to a customer centric organisation where customer is centre to all that they do, and plan to do in future. Active customer engagements get translated into value adding, innovative offerings and create a positive experience through the involvement of all their stakeholders across the value chain. Customer centricity becomes a way of life for such organisations.

3. Embedding Customer Obsession as a culture across the value Chain

Organisations embrace "Customer First" approach in their value chain, to consistently deliver superior experience, to its customers. Customer experience becomes an obsession to these organisations and are recognised as role model for many of their customer focused practices.

RECOGNITION CRITERIA

Recognitions are based on the assessment score on a 500 Point scale as per the scoring process and guidelines, against the subcategory requirements of the CII IQ Excellence Framework for Managing Customer Experience. This framework is developed based on the customer related category requirements of Baldrige Excellence Framework, thus providing a mechanism to benchmark against world class organisations on their customer focused practices.

Criteria for Recognition



Award for Customer Obsession

350 points or above and meeting the criteria for the Award Winner (refer Note 1)



Recognised for Customer Centricity

300-349 Points



Recognised for Active Customer Engagement

200-299 points



Special Recognition - Leveraging Digital Technologies for Superior Customer Experience

Note 1 : Award winner(s) are selected in each Sector and Stream from those who scores 350 points or above and meets the following criteria. Multiple Award Winners can be there in each sector and stream, if there are more than one Organisation meeting the below requirements.

- All Category & Sub Category scores are 50% or above (represented generally in bands like 40-49, 50-59, 60-69 etc)
- Customer Engagement, Experience and Satisfaction process and Result sub category score is 60% or above
- Organisation is recognised for few Role Model Practices
- If an Organisation scores 350 or above, but fallen short of any of the above requirements, then the organisation will be recognised for Customer Centricity.

Note 2: Jury at their discretion, may add further criteria as deemed appropriate for deciding the award winners

For more details about the category, subcategory requirements, and the scoring process, please refer to the CII IQ Excellence Framework for Managing Customer Experience. The various recognitions will be based on the cut off score and requirements as decided by the Jury time to time. Jury's decision on the criteria, cut off score and recognitions shall be final.

WHO CAN APPLY?

SECTOR



MANUFACTURING



SERVICE

CATEGORY



LARGE ORGANISATIONS & OPERATING UNITS

Annual Revenue: INR 100 Cr and Above



SMALL & MEDIUM BUSINESS ORGANISATIONS

Annual Revenue (whole organisation): Less than INR 100 Cr

ELIGIBILITY CRITERIA

- Any organisation registered in India, with a customer foot print anywhere can be applied.
- Applicant must have been actively in business at least for the past three years.
- Minimum 50% of the Business revenue must be from External Customers, outside the parent group.
- If it is an Operating Unit or Strategic Business Unit, it must have the broad range of functions covering the end to end value chain under the scope of activities of the unit.
- Operating Units will be considered under large category, irrespective of the Turnover. Fee as per Category - Large (A) will be applicable up to 1000 Cr INR revenue.
- Not for Profit Organisations, where the organisation is working with beneficiaries based on funded revenue/ projects are not eligible to apply. However, if the business model have products/services offered to customers and minimum 50% of the revenue is generated through these products/services, then such NPOs can apply. Public Services under State/Central government can apply –Like LIC, Banks, Electricity supply corporation, Transport etc.

Refer the fee structure for more details.

Note: Submit the eligibility verification form before the due date for confirming your organisation's eligibility to participate in the award program. Decision of CII on the eligibility, category and the process is final and binding on all.

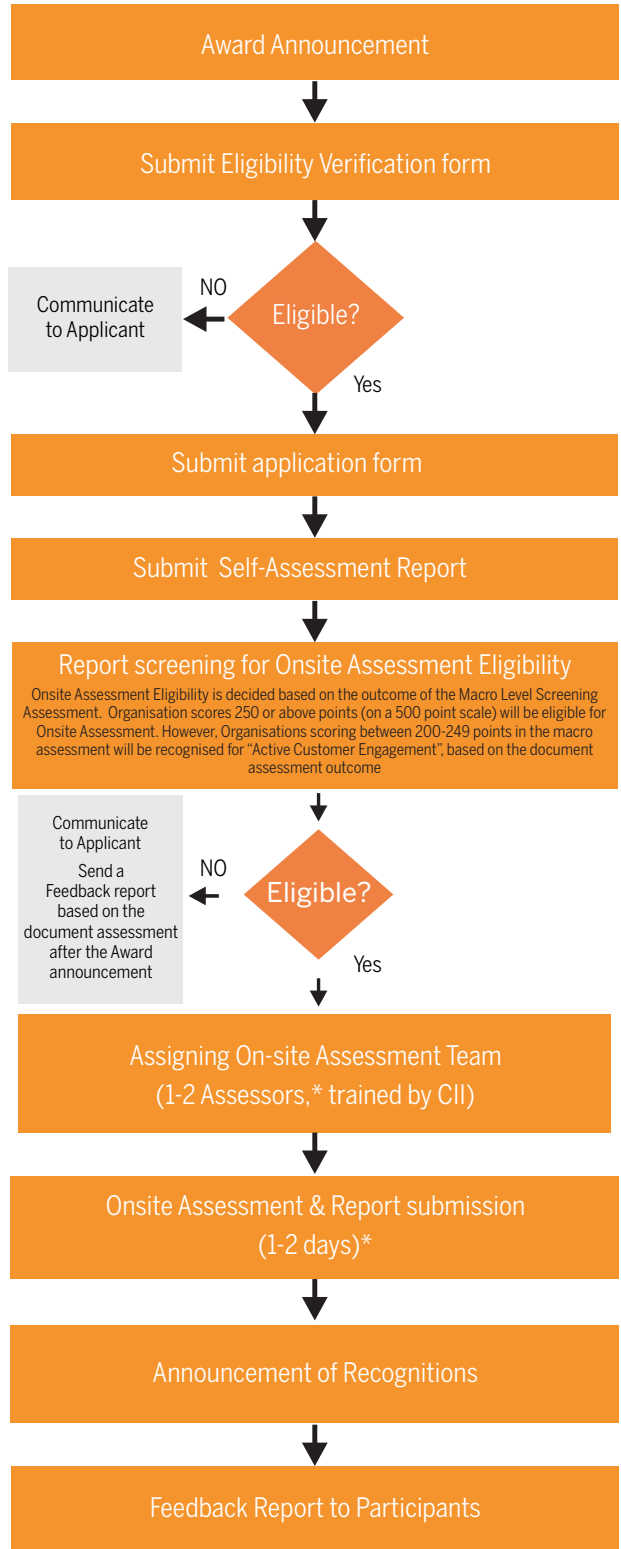
WHY & HOW TO APPLY?

WHY?

By participating in this award program you will:

- Get an opportunity to validate your customer focused approaches and benchmark.
- Align different functions, departments, and practices, to transform to a 'Customer Centric Organisation'.
- Get a comprehensive, and objective peer assessment, with well-defined methodology.
- Get an action focused feedback for accelerating your performance and customer satisfaction
- Get Recognised for your commitment and achievement towards 'Customer Obsession Culture' & Improve Brand experience.

HOW?



*Team size and number of days can vary based on the size, business model and scope of the assessment

TIME TABLE FOR THE YEAR 2019

SELF ASSESSMENT REPORT

KEY STEPS

15 April 2019 Registration for Application form opens	15 May 2019 Last day of submission for Eligibility Verification form
31 May 2019 Main Application Form with application fee	30 June 2019 Submission for Self-assessment report
31 July 2019 Report screening for Onsite Assessment Eligibility	1 August - 15 October 2019 Assessor visits
Second Week of November Grand Jury Meeting	December 2019 Announcement of Recognition
Feedback Report to Participants Within 30 days of Award Function	

The applicant is required to prepare and submit a 'Self-Assessment Report' describing the practices and results against the 16 sub-category requirements of the CII IQ Excellence Framework for Managing Customer Experience

The document should be:

- In Type-script, In English
- Text in 11 point, Arial font (minimum), and figures 10 point Arial narrow (minimum)
- A4 size paper, Can use double sided printing, provided contents are legible. Please provide sufficient page margin from all sides (15mm minimum)
- Maximum 30 Pages, including Organisational Profile
- Numbered pages, loosely bound (spiral bound) for ease of processing
- Submit 4 identical print copies to CII

Structure of the Self Assessment Report

- Self-Assessment Report should include the following
- Organisational Profile (maximum 4 pages), describing
 - Brief history of the organisation, Vision, Mission, Values
 - Products/Services offered, Markets Operated
 - Key Customer profiles with percentage business
 - Market share or market position
 - Strategic advantages, challenges,
 - Core competency, Value proposition, USP etc.,
- Brief narration about the practices against each of the sub category requirements. Use text, tables, graphs, visuals as appropriate (combination of all these)
- Results of Key customer focused processes, strategic objectives, supply chain results, engagement, experience and satisfaction results, and other requirements as listed in category 7

Note: Details of Category 1-7 to be presented in not more than 26 pages.

- Add content sheet, abbreviation list etc., in addition to the above
- Include a copy of the application form details after the cover page.

Organizations applying for special recognition for "Leveraging Digital Technologies for Superior Customer Experience" need to submit a maximum 5 page report, describing the initiatives, processes and the results.

APPLICATION & ASSESSMENT FEE

- The fee for participating in the Award Program is given in the table
- The fee to be paid along with the application
- Actual expenditure on travel, boarding, lodging, and other incidental expenses incurred by the assessors, in connection with the onsite assessment is to be borne by the applicant
- Fee payable as per the respective category. Refer eligibility criteria for Operating units
 - Any government taxes and levies will be charged at actuals as is prevalent and applicable
 - All payments are to be made favouring "Confederation of Indian Industry", through online transfer or through account payee, at par cheque or demand draft
 - All payments are non-refundable and non-adjustable
 - Fee is based on the revenue and category, applicable for both sectors.

PROGRAM FEE STRUCTURE

Annual Sales Revenue (₹)	Category	Program Fee	Remarks
Up to ₹ 100 Cr	SMB	₹ 75000.00	Taxes extra as applicable
₹ 100-999 Cr	Large organisation (A)	₹ 100000.00	Taxes extra as applicable
₹ 1000 Cr and Above	Large organisation (B)	₹ 125000.00	Taxes extra as applicable

Application Fee for Special Recognition "Leveraging Digital Technologies for Superior Customer Experience"

₹ 20000 for SMB and Rs 30000 for Large A&B category

Note: Applying for the Special Recognition is Optional. However, Organization can apply for this Special Recognition, only if they are applying for the Award Program and subject to qualifying for the onsite assessment

PROGRAM TIMELINES



SUPPORT SERVICES

BUILDING EXCELLENCE

- Awareness session on Award & Framework (1 Day)
- Building Customer Centric Organisation - Workshop focusing on criteria requirement and implementation (2 Days)
- Counselling / Handholding services for building customer centric organisation by adapting CII IQ Excellence Framework for Managing Customer Experience

ASSESSING EXCELLENCE

- Workshop for Assessors: CII Award for Customer Obsession
- Quick Scan on Customer Centricity Culture of the Organisation (2 Days)

ELIGIBILITY VERIFICATION FORM

(note: all fields are mandatory)

1.0 Name of Applicant Organisation (Please write the complete name, as per the scope of the assessment)

1.1 Year of Establishment

1.2 Address

1.3 Sector: Manufacturing Service

1.4 Category: Large/Operating Unit/SMB

2.0 Name of the Contact Person

2.1 Designation

2.2 Telephone Mobile

2.3 Email

2.4 Contact Address (if different from above)

3.0 Name of the Highest Official

3.1 Designation

3.2 Telephone Mobile

3.3 Email

4.0 Products/ Services Offered

4.1 Major Customers/Customer segments/Geography

4.2 Number of Locations and Scope of the Application & Assessment

5.0 Annual Revenue (Concluded Financial Year) INR Cr _____

6.0 Number of Employees _____

7.0 Are you a member of CII ? Yes No

8.0 Give the following information if Applicant is part of a group and is not applied as a whole Organisation

8.1 Name of the Parent Organisation

8.2 Address

8.3 Telephone

8.4 Name of the Highest Official of Parent Organisation

8.5 Designation

8.6 Annual Revenue

8.7 Describe the relationship between the Applicant and the Parent Organisation and provide an Organisation Structure showing the relationship

Review by CII Award Secretariat for Eligibility (Tick the appropriate one)

Eligible Not Eligible

If eligible, please provide the following details:

a. Sector _____

b. Category _____

c. Scope of Assessment _____

APPLICATION FORM

1.0 Name of Applicant Organisation (Please write the complete name, as per the scope of the assessment)

1.1 Year of Establishment

1.2 Address

1.3 Sector : Manufacturing Service

1.4 Category: Large/Operating Unit/SMB

2.0 Name of the Contact Person

2.1 Designation

2.2 Telephone Mobile

2.3 Email

2.4 Contact Address (if different from above)

3.0 Name of the Highest Official

3.1 Designation

3.2 Telephone Mobile

3.3 Email

4.0 Products/ Services Offered

4.1 Major Customers/Customer segments/Geography

4.2	Number of Locations and Scope of the Application & Assessment _____
4.3	Are you applying for Special Recognition for " Leveraging Digital Technologies for Superior Customer Experience" ? <input type="checkbox"/> Yes <input type="checkbox"/> No
5.0	Annual Revenue (Concluded Financial Year) INR Cr _____
6.0	Number of Employees _____
7.0	Are you a member of CII ? <input type="checkbox"/> Yes <input type="checkbox"/> No
8.0	Give the following information if Applicant is part of a group and is not applied as a whole Organisation _____
8.1	Name of the Parent Organisation _____
8.2	Address _____
8.3	Telephone _____
8.4	Name of the Highest Official of Parent Organisation _____
8.5	Designation _____
8.6	Annual Revenue _____
8.7	Describe the relationship between the Applicant and the Parent Organisation and provide an Organisation structure showing the relationship _____
<p>I agree, on behalf of my Organisation, to abide by the rules of the CII AWARD for Customer Obsession program and accept that the decisions of the CII & the Jury are final. I confirm that my Organisation is eligible to take part in this program and that all information in this Application Form is correct. I accept the Schedule, Fee and Cost structure.</p>	
<p>Online Fee Payment details/Cheque/DD dated..... for Rs.</p>	
<p>(Rupees) drawn in favour of Confederation of Indian Industry, payable at New Delhi</p>	
Date _____	(Signature of Highest official of the applicant with Seal)



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 276 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

India is now set to become a US\$ 5 trillion economy in the next five years and Indian industry will remain the principal growth engine for achieving this target. With the theme for 2019-20 as 'Competitiveness of India Inc - India@75: Forging Ahead', CII will focus on five priority areas which would enable the country to stay on a solid growth track. These are - employment generation, rural-urban connect, energy security, environmental sustainability and governance.

With 66 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

49 – Sector 18, Udyog Vihar, Phase IV, Gurugram – 122015 (Haryana), India

T: +91 124 401 4060-67 / Ext – 461

E: ciicoawards@cii.in; ecommerce@cii.in; | **W:** www.cii.in

Follow us on:



[cii.in/facebook](https://www.facebook.com/cii.in)



[cii.in/twitter](https://twitter.com/cii.in)



[cii.in/linkedin](https://www.linkedin.com/company/cii.in)



[cii.in/youtube](https://www.youtube.com/cii.in)

Reach us via our Membership Helpline: 00-91-124-4592966 / 00-91-99104 46244
CII Helpline Toll Free Number: 1800-103-1244