Confederation of Indian Industry (CII) in 2016, institutionalized ‘CII Award for Customer Obsession’ 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’.

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.
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:

- **CII Award for Customer Obsession**
- **Recognised for Customer Centricity**
- **Recognised for Active Customer Engagement**

These three levels demonstrate 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.
Focusing on active Customer Engagement

Initially, organisations focus 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.

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.

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.
Note:
1. Sector and category is decided based on the primary business line of the applicant.
2. Public Services - Central/State Government services like Electricity boards, Railways, Passport services, Municipal Services etc
3. Infrastructure category includes Real Estate, Infrastructure Projects, Power etc.
4. Retail/Consumer Durables include Home appliances, PCs, Hand held devices like mobile phone
5. For more details, please contact CII award secretariat.

*List is illustrated.*
Recognition Criteria

Recognitions are based on the assessment score on a 500 Point scale as per the scoring process and guidelines, against the sub category requirements of the CII IQ Excellence Framework for Managing Customer Experience.

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

Note 1: Award winner(s) is/are selected in each Sector and Category from those who scores 350 points or above and meets the following criteria. Multiple Award Winners can be there in each sector and Category, 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

Note 2: 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 3: 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.
Why to Apply

Get an opportunity to validate and benchmark your customer focused approached

Align different functions, departments, and practices to transform as 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 recognized for your commitment and achievement towards 'Customer Obsession Culture' & Improve Brand experience

CII-IQ Excellence Framework for Managing Customer Experience
Eligibility Criteria

- Any organisation registered in India, with a customer base-Domestic, Export or both.
- 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 the appropriate category based on the group turnover-like Large or Medium, irrespective of the turnover of the units applied. If the group turnover is below INR 100 Crs, then the applicant will be under Small Business Category.
- Retail outlets, single brand/ multi brand showrooms etc. can apply, if the requirements under all 7 categories of the model can be sufficiently demonstrated. Annual sales revenue must be minimum Rs 25 Cr and the employees on role must be minimum 20. This units will fall under the FMCG/Retail/Consumer Durables category.

- 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. They will fall under the respective category based on the product/services offered. Public Services under State/Central government can apply –Like LIC, Passport, Electricity supply corporation, Public Transport etc.

- Emerging Business Organisations are the original startups incorporated between 01-01-2014 to 31-12-2017(both dates included). Business entities established in India, as part of any global expansion, where the group is established before 01/01/2014 will not be considered under this category. They can apply under the other appropriate category like Large or Medium based on their turnover.

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.
On-site Assessment can be physical, virtual/digital or a combination of both virtual and physical.

**Award process**

1. **Award Announcement**
2. **Submit Eligibility Verification form**
   - **Communicate to Applicant**
     - **Eligible?**
       - **YES**
         - **Submit application form**
       - **NO**
         - **Eligible?**
           - **YES**
             - **Submit Self-Assessment Report**
           - **NO**
             - **Report screening for Onsite Assessment Eligibility**
               - Onsite Assessment Eligibility is decided based on the outcome of the Macro Level Screening Assessment. Organisations scoring 250 or above points (on a 500 point scale) will be eligible for Onsite Assessment. However, Organisations scoring between 200-249 points in the macro assessment will be recognised for "Active Customer Engagement”, based on the document assessment outcome.
               - **Communicate to Applicant** Send a Feedback report based on the document assessment after the Award announcement
               - **Assigning On-site Assessment Team** (1-2 Assessors,* trained by CII)
               - **Onsite Assessment & Report submission** (1-2 days)*
               - **Announcement of Recognitions**
               - **Feedback Report to Participants**

**Timeline - 2021**

- **Registration link for Application Form opens 10th June 2021**
- **Main Application Form with application fee 1 Sep 2021**
- **Report screening for Onsite Assessment Eligibility 20th Sep 2021**
- **Jury Meeting Last Week of October 2021**
- **Feedback Report to Participants DECEMBER 2021**
- **Last day of submission for Eligibility Verification form 30 August 2021**
- **Last Date for submission of Self-assessment report 10th Sep 2021**
- **On-site Assessment (Virtual/Physical) 20th Sep to 10 October 2021**
- **Announcement of Recognition December 2021**
- **Last Date for submission of Self-assessment report 10th Sep 2021**
- **On-site Assessment (Virtual/Physical) 20th Sep to 10 October 2021**
- **Announcement of Recognition December 2021**

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

Note: On-site Assessment can be physical, virtual/digital or a combination of both virtual and physical.
Self Assessment Report

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 subcategory 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.
**Application & Assessment Fee**

- The fee for participating in the Award Program given on the right hand side for each categories
- The fee to be paid along with the application
- Travel, Boarding and Lodging and other administrative arrangements to be organized and settled directly by the Applicant
- Accommodation to be made in a minimum 4 Star rated Hotel or Equivalent.
- Travel to be Organized by Air wherever Air connectivity is available.
- Other incidental expenses such as base location travel, incurred by the Assessors, in connection with the Onsite Assessment, is also 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
  - All payments are non-refundable and non-adjustable
  - Fee is based on the revenue of the recently concluded accounting year

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<thead>
<tr>
<th>Category</th>
<th>Fee (INR)</th>
<th>Taxes Applicable</th>
</tr>
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<tbody>
<tr>
<td>Small Business Organisations</td>
<td>50000</td>
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</tr>
<tr>
<td>Medium Business Organisations</td>
<td>75000</td>
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<tr>
<td>Large Business Organisations (A)</td>
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<td>Large Business Organisations (B)</td>
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<tr>
<td>Emerging Business Organisation</td>
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<tr>
<td>(Up to 25Cr)</td>
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<td>(25 Cr - 100 Cr)</td>
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</tr>
<tr>
<td>100 Cr &amp; Above</td>
<td>75,000</td>
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CII AWARDS FOR CUSTOMER OBSESSION 2021
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, with over 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India’s development journey and works proactively on transforming Indian Industry’s engagement in national development. 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, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India marches towards its 75th year of Independence in 2022, CII, with the Theme for 2021-22 as Building India for a New World: Competitiveness, Growth, Sustainability, Technology, rededicates itself to meeting the aspirations of citizens for a morally, economically and technologically advanced country in partnership with the Government, Industry and all stakeholders.

With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

For more information, Please Contact us
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