



LOERIES
AFRICA MIDDLE EAST

LOERIES 2022
Service Design Category

Version: 28 February 2022

NOTE: A completed and signed copy of the questionnaire on Page 4 must accompany each entry submitted for the Service Design category

***An opportunity to Delight!** The Service Design category recognises brands that show innovation in the way in which they engage with their customers.*

What is Service Design?

- The Service Design category is focussed on an excellent and innovative service experience – dealing with customers’ needs, behaviours and attitudes, and their ongoing relationship with the brand, while considering key touch points and leveraging insights and opportunities.
- Creating and designing an effective user journey is paramount, with people at the centre.
- Service Design can create a positive interaction between a brand and its customer to build a lasting emotional connection in a way that adds value to the customer experience.
- The creation of customer experiences that are useful, usable, effective, efficient, desirable and differentiated; thereby creating value for both customer and the brand on an ongoing basis.
- Innovation may take the form of re-imagining the customer experience; appropriate use of new technologies; engaging customer programmes and loyalty schemes; or the creation of entirely new services or products.



Eligibility: What can be entered?

1. **This is not for advertising campaigns, and once-off activations.**
2. The programme must be developed and implemented in our region.
3. Entries must show innovation and the ability to successfully defend, differentiate or disrupt a service experience.
4. Some examples of service design solutions are:
 - a. In-store and retail customer experience, including front-line positions and service centres
 - b. Online and mobile customer experience related to products and services
 - c. Loyalty schemes and Customer Relationship Management programmes
 - d. Telephone engagement and the call centre customer experience
 - e. Omni channel, or mixed media customer experiences including any combination of the above channels, or other channels
5. **Service Design entries must be active during the period of 1 July 2021 to 30 June 2022.** The implementation may have started prior to this date, but the programme must be running during at least a portion of this eligibility period.
6. **Entries can be re-submitted each year as long as the programme remains active.** Previous winners may be considered every year for an award as long as the programme remains at the same high standard.

Who can enter?

Entries can be submitted directly by any company (Brand) or its representative agency.

How Service Design will be Judged

A single panel of specialists will judge the entries. Judging of the Service Design category will follow the same principles as all other categories of the Loeries:

- **Innovation** – it is important that the entry demonstrates innovation in the programme. It is not good enough to implement something that has been tried and tested, even if in another market or country.
- **Quality of execution** – How well the elements have been implemented will be evaluated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – How were the relevant customer insights identified and articulated, and how were the brand and its' associated positioning and strategies considered?
- **Background information** – As much information as possible should be provided to explain how the solution was derived. This includes any research conducted, planning, concept, and implementation.

In order to facilitate the judging of entries in the Service Design category, the Loeries partners with Shift Social Development (the creators of the Shared Value Africa Initiative and the regional partners of FSG SVI) to independently evaluate the entries. Shift Social Development will provide an independent report of each entry based on the information supplied by entrants, and which will be used by the jury in their evaluations.



Entry Format

Entrants for the Service Design category **must complete the questionnaire AS WELL AS provide an overview of the entire programme in electronic format**. Please check the “Entry Guide” on the website for more information (under “The Awards-How to Enter-Categories”).

Please provide comprehensive information on the background of your entry. If possible, provide a walkthrough explaining all aspects of your entry, including the research, strategy, innovative ideas, target audience, user journey and results you have measured. **We strongly recommend an overview video that demonstrates and tells the story of the programme (maximum 2 minutes).**

Entries must clearly and systematically unpack the unique and innovative service solution meant to enable the customer experience, **showing the process from 1. initial research enquiry, 2. insights derived, 3. selected solution approach and 4. eventual solution**. Entries should detail how the brand has been innovative in meeting the customer’s needs and touch points, and how it aims to exceed expectations in creating delightful experience moments. Entries should elaborate on the benefits for both the customer and business to enhance customer loyalty and brand value.



QUESTIONNAIRE – SERVICE DESIGN

THIS FORM MUST BE COMPLETED. To help us better understand your entry, please answer the following questions. **Be specific and answer all questions – entries with incomplete information will be ineligible.**

CONFIDENTIALITY REQUIREMENT: IF YOU WOULD LIKE ANY INFORMATION TO REMAIN CONFIDENTIAL AND NOT BE PUBLISHED, PLEASE MARK THIS CLEARLY IN YOUR ENTRY. Judges will see this information but the Loeries will never publish it.

1. ENTRY TITLE:

2. BRAND:

Provide the name of the Commercial Entity (Brand) that benefits from this programme

3. ENTRY ID (you will get this from the online entry system):

4. OVERVIEW:

Provide a brief overview of your entry

5. TIMELINE: When was this programme implemented, and what is the planned timeframe, including future/ongoing plans?

(Explain if this is a once off project, or an on-going programme, and supply specific dates and duration, as well as future plans)

6. BUSINESS OBJECTIVES:

What was the overall objective of the programme? (e.g. solving a business challenge, building loyalty, new product launch, competitive advantage creation)

7. STRATEGY:

Articulate the research conducted, method of enquiry, subsequent insights and strategic thinking that led to the service design solution. Be clear in demonstrating the connection between the objectives, the brief and the final programme development.

8. PROGRAMME ROLLOUT:

Detail the programme rollout and where possible provide a step by step indication of the customer touch points and final user journey, including which media and platforms were used.

9. Results

Explain the outcome of the Service Design programme. You are encouraged to include the following information:

- **Effects:** Indicate, as far as possible, the effect on customer engagement as a result of the programme.
- **Commercial Gain & Return on Investment:** Make a compelling argument as to how the programme can or will provide commercial gains in terms of improvement in customer engagement, usage of the product or service, customer loyalty and long-term benefits. In the case where the programme has showed significant gains, please supply data/metrics where possible.



- **Make comparisons:** Where possible, compare your success to prior periods or the competitive landscape.
- **Close the loop:** Tie back your results to the stated objectives.

10. Provide at least one contactable reference from the Brand:

Contact person	Position	Name of organisation	Email address	Telephone number



ENTRY CONFIRMATION

I, the undersigned person, confirm that I am authorised to complete this questionnaire on behalf of the entrant; all the information provided is true and correct, and meets all the entry requirements, terms and conditions of the Loeries.

PRINTED NAME: _____

POSITION: _____

COMPANY: _____

SIGNATURE: _____

DATE: _____

(PLEASE SUBMIT A PDF COPY OF YOUR COMPLETED ENTRY FORM VIA THE ONLINE ENTRY SYSTEM AT LOERIES.COM)