**Chartwell's Best Practices Awards**

**ENTRY DEADLINE: Wednesday, June 10, 2020**

The original awards of their kind for utilities, Chartwell’s Best Practices Awards recognize excellence among electric and gas utilities with respect to projects, programs and service initiatives.

Each year, Chartwell honors utilities for their initiatives aimed at improving the customer experience, communications and awareness.

The 2020 Chartwell Best Practices Awards will be presented at [EMACS – The Customer Experience Conference](http://emacsconference.com/), Oct. 5-8, 2020 at the Renaissance Hotel in Orlando.

Three utilities for each category will be awarded during the conference with gold, silver and bronze recognition. Winners will receive the honor of presenting on their award-winning program during EMACS – The Customer Experience Conference.

## Billing and Payment Programs Category

This category recognizes initiatives focused on improving customer service and satisfaction related to billing and/or payment programs. Entries may include, but are not limited to, bill redesign, online bill pay, leveraging data and integration of new technologies.

**Judges will evaluate the following criteria:**

* Improved service through innovation or technology
* Quality of the effort
* Operational efficiency gains or savings
* Measured results in customer satisfaction

## Communications Category

This category recognizes initiatives designed to improve a utility image or brand, educate customers on issues such as rate cases and safety, increase brand awareness and relay corporate strategy.

**Judges will evaluate the following criteria:**

* Innovation and originality
* Implementation and execution
* Appeal or attractiveness of campaign or program materials
* Effectiveness - measured results in some or all of the above-noted areas or engagement tracking

## Contact Center Category

This category recognizes initiatives focused on improving customer service and satisfaction through interactions with customer service representatives via phone, social media, chat or other channels. Entries may include, but are not limited to, efforts related to training, systems and technologies.

**Judges will evaluate the following criteria:**

* Improved service through innovation or technology
* Quality of the effort
* Operational efficiency gains or savings
* Measured results in customer satisfaction

## Program Marketing Category

This category recognizes initiatives designed to promote products and services.

**Judges will evaluate the following criteria:**

* Innovation and originality
* Implementation and execution
* Appeal or attractiveness of campaign or program material
* Effectiveness - measured results in some or all of the above-noted areas

**Self-Service Category**

This category recognizes initiatives focused on improving customer service and satisfaction via self-service channels such as IVR, web, mobile and virtual assistants.

**Judges will evaluate the following criteria:**

* Improved service through innovation or technology
* Quality of the effort
* Operational efficiency gains or savings
* Measured results in customer satisfaction

## How to Enter (There is no fee to enter)

**Step 1: Choose the category to enter**

Entries are limited to two per category per utility. Some or all of the effort should have been undertaken between January 2019 and May 2020.

**Step 2: Complete the award entry form**Complete the form. If an entry is submitted by a vendor or consultant, it must be with the utility’s permission and list a contact at the utility.

**Step 3: Email the submission and supporting attachments**  
Email entries to Suzanne Haggerty at [awards@chartwellinc.com](mailto:awards@chartwellinc.com) or submit materials via Hightail at <https://spaces.hightail.com/uplink/2020Awards>. The entry form and description should be included as a Microsoft Word or Adobe PDF file.

Components of a mixed media campaign, including printed pieces, audio/video files, etc., may be submitted electronically with the application either through CD/DVD, portable drives or <https://spaces.hightail.com/uplink/2020Awards>.

## Step 4: Submit physical material If you would like to submit additional material, please mail to:

**Chartwell Inc.**

Attn: EMACS Best Practices Awards

2970 Peachtree Road NW, Suite 250

Atlanta, GA 30305

## Entries must be received by June 10, 2020.

Award entries will become the property of Chartwell Inc. and may be displayed or distributed during EMACS 2020, Oct. 5-8, 2020, or for Chartwell members on Chartwell’s websites.

The award winners will be announced during the Awards Ceremony and will be recognized in subsequent presentations as well as featured articles in Chartwell’s Insight Center. Images and videos of winners may be used in Chartwell promotional material.

**Questions?** Contact Suzanne Haggerty at [awards@chartwellinc.com](mailto:awards@chartwellinc.com).

# Chartwell's 2020 Best Practices Awards Entry Form

Email completed entry form, project description and additional materials to Suzanne Haggerty at [awards@chartwellinc.com](mailto:awards@chartwellinc.com) or submit via Hightail at <https://spaces.hightail.com/uplink/2020Awards>. The entry form and description should be included as a Microsoft Word or Adobe PDF file. Entries are limited to two per category per utility. Some or all of the effort should have been undertaken between January 2019 and May 2020.

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| --- | --- |
| **Project Name** | |
| Please consider this entry for (Each entry will be considered for only one category):  Billing and Payment Programs  Communications  Contact Center  Program Marketing  Self-Service | |
| Please indicate if accompanying materials will be sent:  Yes, via mail or delivery service  Yes, via email to [awards@chartwellinc.com](mailto:awards@chartwellinc.com)  Yes, via Hightail: <https://spaces.hightail.com/uplink/2020Awards> | |
| **Utility Information** | |
| Utility | |
| Contact at Utility | Title |
| Email | Phone |
| Utility Address | |
| City, State, Zip | |
| **Nominated by: (If different from above)** | |
| Name | |
| Company | Title |
| Email | Phone |
| Address | |
| City, State, Zip | |
| **Brief summary of project, program or effort (125 words or less):** | |

**Detailed project description (1,800 words maximum), including:**

* A history of the project/program or effort.
* Details about the effort including significant dates, major participants and target audience. (Note: Some or all of the effort should have been undertaken between January 2019 and May 2020.)
* The goals and results of the project/program or effort, including how results were measured.
* The facts and features making the project innovative and unique.
* How the project meets the criteria for the respective award, as outlined above.
* The reason it should win the Best Practices Award.