

**CELEBRATING
THOSE THAT
STAY ONE
STEP AHEAD**



EXCELLENCE IN
CUSTOMER
SERVICE
AWARD 26
20



Springfield Clinic

You're Driven to Serve. Now Let's Celebrate It!

Growing a business is tough, and attracting new customers is even tougher—and costly! Research shows it's 6 to 7 times more expensive to acquire a new customer than to retain an existing one. In today's competitive world, prioritizing exceptional service for your current customers is the smartest investment you can make.

Why? Because a satisfied customer generates 600%–1,400% more lifetime value than someone who's had a poor experience.

As customer service evolves, the organizations, people, and products recognized in this year's Excellence in Customer Service Awards represent the best in innovation and connection. These leaders prove that investing in customer-facing efforts delivers big results year after year.

Our awards stand out:

We honor companies that go above and beyond for their customers. We celebrate the tools and teams that empower others to succeed. By taking a two-sided approach, we aim to shine a spotlight on solutions that tackle real challenges and inspire better outcomes for everyone.

The Excellence in Customer Service Awards are now OPEN for nominations! We can't wait to celebrate your success.



Russ Fordyce
CEO & Founder
Business Intelligence Group



Nominations Due
March 6, 2026



Winners Notified
April 8, 2026



Winners Announced
April 22, 2026



Nomination Fee
\$949

“Across the globe, 96% of consumers say customer service is an important factor in their choice of loyalty to a brand.”

– MICROSOFT

“A customer experience promoter has a lifetime value to a company that’s 600 to 1,400% that of a detractor.”

– BAIN

“89% of consumers have switched to doing business with a competitor following a poor customer experience.”

– HARRIS INTERACTIVE

AWARD CATEGORIES

Customer Service Excellence Awards will be given out for superior performances in the past 12 months. Nominees will select a single award category for each nomination.

Consultants, outsource partners, and technology providers can choose either the industry they specialize in or their own industry.

All nominees will also select organization size determined by number of global employees.

Organization

Awarded to organizations whose collective performance has driven the entire group to exceed the sum of individual efforts.

Technology

Awarded to a single product or service or line of products or services launched or updated in the last 12 months.

People

Awards the people who really make it all possible, from leadership to the front-line and the teams in between. Let's remember why we do this, for us!



AWARD CATEGORIES

Award Category

Organization of the Year (Organization)
Transformation of the Year (Organization)
Outsource Partner of the Year (Organization)

Executive of the Year (Individual)
Manager of the Year (Individual)
Front-Line Pro of the Year (Individual)
Team of the Year (up to 7)
Consultant of the Year (Individual)

Technology of the Year (Product)

Organization Size

Micro Business
1-10 employees

Very Small Business
11-100 employees

Small Business
101-999 employees

Medium Business
1000-9,999 employees

Large Business
More than 10,000 employees

Primary Industry

- Advertising, Marketing & Public Relations
- Aerospace
- Agriculture/FoodTech
- Automotive
- Banking and Financial services
- Broadcasting
- Business services
- Chemical
- Computer
- Construction
- Defense
- Education
- Energy
- Entertainment and Media
- Food
- Government
- Health
- Hospitality
- Insurance
- Internet and Technology
- Law
- Manufacturing
- Mass media
- Music
- News media
- Non-profit
- Petroleum
- Pharmaceutical
- Publishing
- Real Estate
- Software
- Supply Chain & Logistics
- Telecommunications
- Utility
- Other



THE NOMINATION PROCESS

All nominations are 100% confidential. Neither the nomination nor any of its content will be shared with anyone other than our staff and judges.

You may submit multiple nominations in multiple categories as a means of increasing your odds of winning.

If you need to amend a nomination already submitted, you can resubmit the nomination following the same process but using the coupon code "RE-WORK".

1

Download the entry kit at bintelligence.com

2

Use our handy worksheet to write your nomination

3

Click **NOMINATE NOW** to submit

FEES & RULES

Nomination Fees

The \$949 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank transfers, and checks. If paying by check or wire transfer, enter in your nomination and use coupon code "ALT-PAYMENT" when promoted.

Contact us for banking information to complete your submission via wire or ACH transfer.

Mailing Address:
Business Intelligence Group
28 Park Ave, Beverly, NJ 08010 USA

Rules

Nominations must be for performances in the last 12 months.

Nominations must not be duplicative work of others.

You should be able to show the impact or potential impact of your organization, product or individual performance through concrete measurements or analysis.



5 REASONS TO ENTER



1

Recognize, honor, and show gratitude to the team that works so hard to innovate.

2

Establish credibility, build your brand, and show your commitment to innovation and employee culture.

3

Build moral, galvanize your team, and show future employees that their hard work and dedication to innovation is part of something BIG.

4

Experts in your field review submissions; folks that are in the trenches each day and that understand the difficulty it takes to create something truly unique.

5

As a winner we will work with you to promote your success. As part of your entry, you will receive the winner's logo, press release templates, social media exposure, and a great BIG trophy to put in your lobby, take pictures with, and have a physical award for the team to see each day!

WINNING

Should your nomination be selected as a winner, you will receive:

- One personalized trophy or secure digital certificate per winning entry
- A digital logo for royalty-free use online and in print
- A press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on your entry as provided by judges
- Recognition to the community of global 100,000+ executives and leaders
- Recognition on the Business Intelligence Group's website
- Recognition on the Business Intelligence Group's social communities (LinkedIn, X, and Facebook)
- Opportunity to tell your story on the Winners' Circle Podcast and
- Additional trophies and secure digital certificates

Note: Shipping of a trophy to the United States is included with each nomination. Winners outside the US will need to supply their own shipping carrier and account number or arrange for a pickup in the US.



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Winners Notified
April 8, 2026



Winners Announced
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WINNERS MAKE GOOD COMPANY

dailypay.

talkmobile

 Agiloft

Serviceblazer

 SOE
Software

:talkdesk®

 zayo®

StoneX®

beyond.

 Omni
INTERACTIONS

 TELUS®
Digital

 Allstate
ROADSIDE

DigitalOwl

PERFICIENT

 AUTOMATION
ANYWHERE
Go be great.

 Fleetio

 Starkey

 Springfield
clinic
A COMMUNITY OF CARING

بلدية دبي
Dubai Municipality 

 bambooHR®

 atlantic.net

 Syncfusion®

 weber

 Wolters Kluwer

SEE ALL THE WINNERS

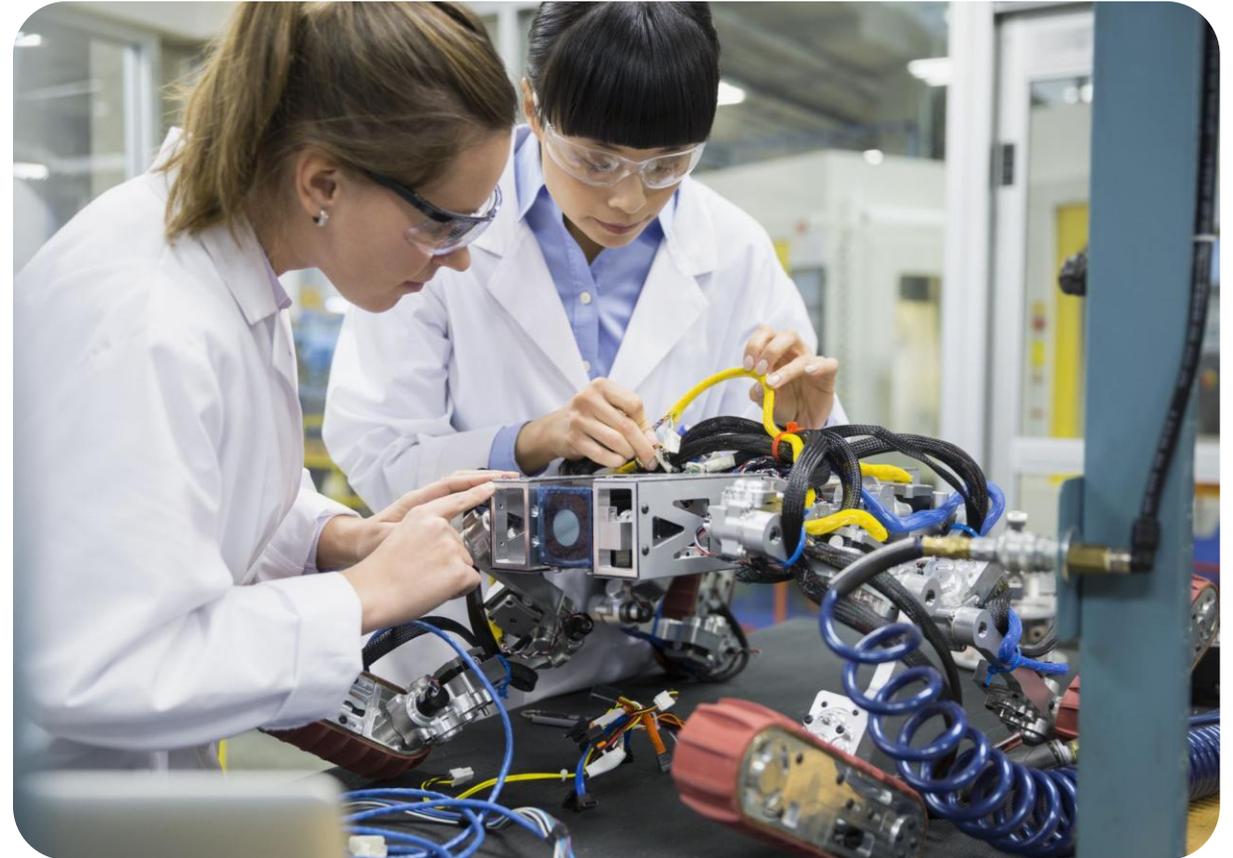


TIPS & TRICKS

A successful nomination should tell a great story. Effectively communicating your message within the entry includes:

- Strong written descriptions
- Clear, concise, and easily understood explanations and descriptions of your product or service.
- Correct spelling and grammar is important. (Former winner, Grammarly, is a great resource!)
- Write it so your mother can understand it. Articulate your message in a way where, more people than your organization's internal experts understand what you are attempting to convey.

Telling a Good Story Creates
a GREAT Nomination



Use additional resources to help enhance your chances of winning.

- Make sure your website is easy to navigate and to learn more about what you do. Is there a clear message about the nomination? Does it showcase its purpose, benefits, and value clearly? Be sure that the URL you want our judges to see is visually appealing and has a clear theme.
- Most successful nominations have videos on their website that clearly showcase and explain their product or service as well.

OUR JUDGING PHILOSOPHY

Judging Process

Every nomination is scored by our volunteer panel of business experts and industry leaders using our unique model that affords judges the opportunity to share public and private feedback. Not Artificial Intelligence, these are real humans delivering real results. Private feedback can be used to improve your future results. Public feedback can be used to maximize the third-party acknowledgement of your performance.

Judging is based upon your business execution and performance for each award.



Additional Exposure

While an executive is not able to judge his or her own award category or those of his or her peers, we strongly encourage business experts to become judges. Judges are asked to score nominations and to share meaningful feedback with nominated candidates.

Business leaders with experience, insight, and knowledge are sought to be part of the volunteer panel of independent experts. Judging nominations is easy and usually only requires an hour or two of time.

BECOME A JUDGE



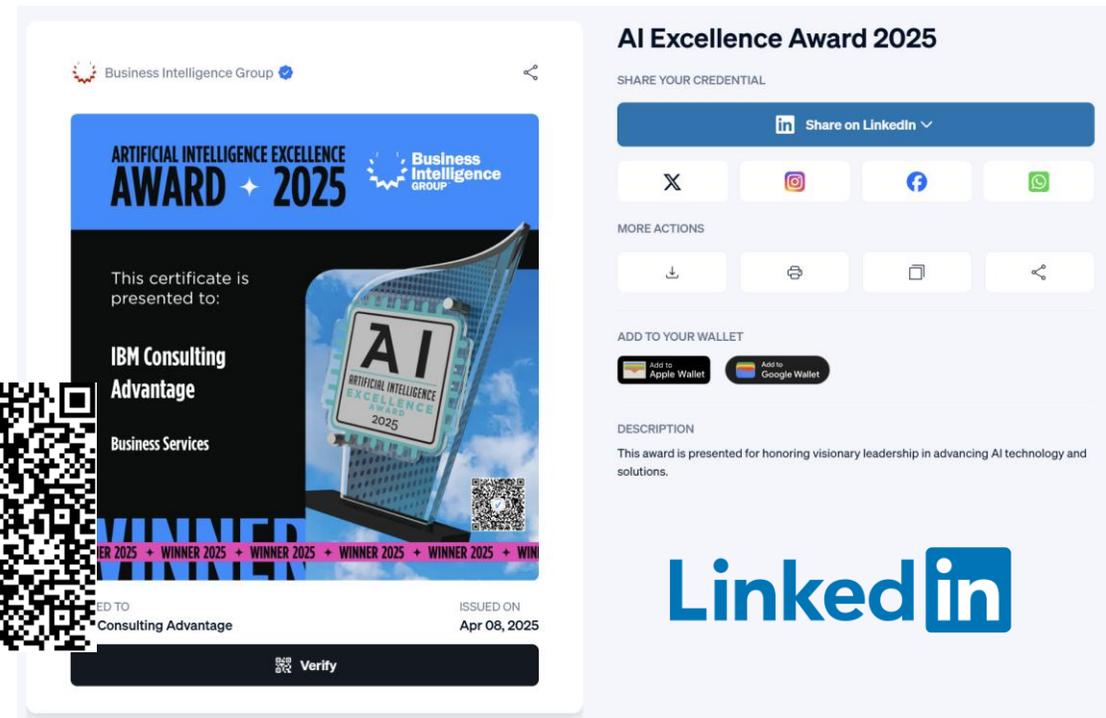
MAKE IT OFFICIAL. MAKE IT IMMUTABLE.

WHY BLOCKCHAIN CERTIFICATES?

- ✓ Tamper-Proof – Authenticated and verifiable by anyone, anytime
- ✓ Shareable – Easily added to LinkedIn, resumes, email signatures
- ✓ Permanent Record – No re-issuing, no lost PDFs
- ✓ Branded – Your course, your logo, fully white-labeled
- ✓ Secure – Built on Verix's trusted blockchain platform

- 🖼️ No frames to dust.
- 😓 No PDFs to lose.
- 🎉 No gimmicks.

Just real, verifiable achievement.



SEE HOW IT WORKS



AMPLIFY YOUR WIN

Winning isn't the finish line. It's the beginning of your story.

Every winner is invited to join us on the **Winners' Circle**, where we spotlight the innovators, leaders, and changemakers shaping the future of business. With your complete approval, you'll reach thousands of industry peers, analysts, and executives.

Podcast Interview

A relaxed, story-driven discussion featuring you or your team, shared across all major listening platforms.

Social Media Clips

Professionally edited highlight reels optimized for social feeds, designed for engagement and shareability.

Feature Blog Article

Based on your podcast transcript. SEO/GEO-enhanced and published on bintelligence.com for ongoing exposure.

Your story could be the one that inspires the next wave of change.



TUNE IN AND SUBSCRIBE



SHARE YOUR VOICE



Our advisory boards include industry experts who shape categories, ensure judging integrity, provide feedback on trends, guide program evolution, and elevate the credibility of each of our award programs.

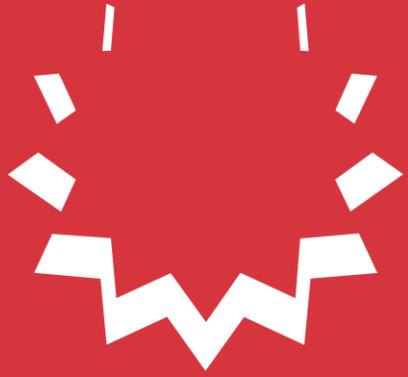
2026 MEETING SCHEDULE

BIG Innovation Awards	Wed., June 11, 2025
Best Places to Work	Wed., April 09, 2025
Artificial Intelligence Excellence Awards	Wed., October 29, 2025
Excellence in Customer Service Awards	Wed., November 5, 2025
Fortress Cyber Security Awards	Wed., November 12, 2025
The Sammy - Sales and Marketing Awards	Wed., December 10, 2025
Sustainability Awards	Wed., January 14, 2026
Stratus Award for Cloud Computing	Wed., March 04, 2026
Herizon Awards	Wed., April 08, 2026
BIG Awards for Business	Wed., May 06, 2026



JOIN A 2026 ADVISORY BOARD





WINNING BIG!

Drive clicks, sales and eyeballs with insider tips and tricks on how to win and leverage business awards!



STAND OUT IN A WORLD GONE DIGITAL



How we evaluate companies, products, and people has continued to evolve as the world around us changes – just as companies have had to revamp the ways they earn their customers’ trust. Learn how business and industry awards can help put your company ahead of the curve.

DOWNLOAD OUR EBOOK



2026 AWARD CALENDAR

JAN		FEB		MAR	 
APR		MAY		JUNE	 
JULY		AUG		SEPT	
OCT		NOV		DEC	



GET ALL THE DEADLINES

START YOUR NOMINATION

Nominate Now



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contact@bintelligence.com