

Thank You for Participating in the STAR Awards!

We appreciate your interest in the STAR Awards this year! Please review the following instructions and guidelines to ensure a smooth and successful application process.

1. Application Requirements

- Submit a narrative of two (2) pages or less, following the guidelines outlined in this document.
- Use a font size of 10pt or larger for readability.
- Applications exceeding two pages will be returned and may risk missing the submission deadline.
- You may include graphs and web links within your two-page narrative if they enhance your story. However, we cannot guarantee that judges will review all web links.
- Ensure all necessary internal stakeholders have approved your application before submission.
- All finalist and winning applications will be published on TSIA.com.

2. As a participant, you may be invited to share your insights through a TSIA webinar, blog, podcast, speaker session, or case study.

3. Submit your completed application through the [STAR Awards Application form](#).

Thank you for your participation—we look forward to reviewing your application!

The Smart Automation Excellence Award

Please use examples of improvements approved for public consumption.

Awarded to teams that have used automation to handle high-volume, routine tasks, freeing up human experts for high-complexity, strategic interactions. This category focuses on the successful orchestration of digital and human labor to maximize organizational productivity and service quality. Winning submissions will show a clear correlation between the increase in automated task handling and the improved quality or impact of human-led, strategic customer engagements.

Application must be 2 (two) pages or less.

Submission Criteria & Writing Prompts:

1. Innovation and Creativity

- Describe what makes your strategy or solution unique and forward-thinking.
- Explain any novel approaches or innovative uses of technology, processes, or methodologies your team introduced.
- How does your approach address a specific challenge or pain point in your field? Describe the creative thinking behind how you overcame obstacles or achieved your outcomes.

2. Impact and Results

- What measurable impact has your strategy had on key business metrics (e.g., revenue growth, customer satisfaction, retention rates, profitability improvements, or cost savings)?
- Describe the sustainable, long-term benefits your approach has delivered for your organization or clients.
- How does your strategy contribute to continued growth and success over time?

3. Customer-Centric Approach

- How has your strategy directly impacted customer experience, satisfaction, or value?
- Describe how your customers' needs and feedback were central to your solution.
- How have you engaged with customers to ensure your solution resonates with their needs and delivers measurable value? Judges will consider the level of personalization, responsiveness, and proactive measures you've taken to ensure customer success.

4. Execution and Implementation

- Describe how your strategy or solution was implemented.
- How does your submission demonstrate a clear plan, effective execution, and alignment with your organizational goals?

Application must be 2 (two) pages or less.

Overall Assessment:

Submissions will be evaluated based on the strategic and innovative use of AI in revenue generation, measurable business impact, and alignment with customer-centric growth initiatives. Judges will look for organizations that have successfully harnessed AI to drive efficiency, optimize decision-making, and create scalable revenue expansion and renewal strategies.

Evaluation Criteria

Submissions will be assessed on the following:

- **Innovation and Creativity** –
Demonstrates unique, forward-thinking solutions that challenge conventional methods.
- **Impact and Results** –
Shows measurable success through clear metrics, insights, or real-world outcomes.
- **Customer-Centric Approach** –
Prioritizes customer needs, incorporating feedback and enhancing the customer experience.
- **Execution and Implementation** –
Highlights effective implementation with long-term viability and scalability.

Application must be 2 (two) pages or less.