

Golden Key Awards | 2021

Best Client Servicing Team of the Year

Description:

This award will be given to the Client Servicing team from a servicing organisation that has consistently excelled in their deliveries and support to their client. Your entry should clearly give evidence of the team that goes out of their way to support the client business, has superior integration with the client business and strong client endorsement.

The performance should be for the period between Dec 2020 and Nov 2021.

Your agency must be servicing the client cited in the award at the time of entry submission.

Evaluation Criteria:

1. Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity.
1. Client Servicing team and its functioning
2. Quality and value of research
3. Client engagement
4. Proactiveness 'people dimension'

Who can apply:

Research Agencies, Analytics companies, Research based consulting organisations, Data collection agencies, Panel Management Companies, Technology Companies.

Nominations by Entities and Vouched by designated Client Representative.

Entry submission form sample

1 Question: Summary of your claim to Best Client Servicing Team of the year.

Type: Text

Character Limit: 1000

Image: Yes

2 Question: Background - Brief description of the Client Servicing team and the client's work with you

Type: Text

Character Limit: 1000

Image: Yes

3 Question: Evidence/Approach: 1. Please share details the consistent functioning of the Servicing team and how that has made for exceptional Client Servicing. Please do not focus on case-based evidence.

Type: Text

Character Limit: 2000

Image: Yes

4 Question: Evidence/Approach: 2. Team size and team structure - including how this contributes to the Client Servicing.

Type: Text

Character Limit: 1000

Image: Yes

5 Question: Evidence/Approach: 3. Sustaining/Evangelising Research appreciation with the Client organisation.

Type: Text

Character Limit: 2000

6 Question: Evidence/Approach: 4. How was quality of decision making for the Business through research elevated as a direct result of Client Servicing team?

Type: Text

Character Limit: 2000

Image: Yes , **Website Link:** Yes

7 Question: Evidence/Approach: 5. How was quality of decision making for the Business through research elevated as a direct result of Client Servicing team?

Type: Text

Character Limit: 1000

Image: Yes , **Website Link:** Yes

8 Question: Please provide contact details of 4 of your clients who may be contacted by MRSI for their feedback on the team.

Type: Contact

Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.