

Best Client Insight Team of the Year

Description

This award will be given to the Client Insight team/person who go(es) the extra mile to valorise research within the Business and work(s) exceptionally well with Agencies.

Your entry should clearly demonstrate the quality of research commissioned, the integration of work done by agencies within the Business, and the appreciation of the Insight/Research partnership by the agencies and by the business teams in the client organisation.

Evaluation criteria

Presentation quality - written entry form and face-to-face presentation, finesse, clarity and conciseness.

Agency partnership:

Number of agencies worked with consistently

Quality of relationship with agencies

Relationship with internal clients (via testimonials)

Client Insight team and research culture

'People' dimension

Who can apply: Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs

Entry submission form sample

1	Question:	Summary of your claim to Best Client Insight Team of the year
	Type:	Text
		Website Link: Yes
2	Question:	Background – Brief description of the Client Insight team and the client's work with agencies
	Type:	Text
		Image: Yes
3	Question:	Evidence/Approach : i) Size and structure of the team, is Global support available to the team or purely an Indian set up
	Type:	Text
		Image: Yes
4	Question:	Evidence/Approach : ii) How was quality of research elevated as a direct result of Client Insight team? This could include – what new research adopted and supported, clarity of direction to the Research agency, the Research project process including presentation of results, inferences
	Type:	Text
5	Question:	Evidence/Approach :iii) How was quality of research/research culture elevated as a direct result of Client Insight team? This could include – what new research adopted and supported, clarity of direction to the Research agency, the Research project process including presentation of results, inferences
	Type:	Text
		Image: Yes
6	Question:	Feedback from key stakeholders (internal users)/Testimonials
	Type:	Text
		Image: Yes , Website Link: Yes
7	Question:	Please share key client servicing contacts from the agencies you work with. MRSI may reach out to them for their feedback on the team. Please ensure that you include contacts from all the regular agencies you work with
	Type:	Contact

Notes:

1. Text responses have a character limit of 2000 including spaces
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for that question. Only 1 image can be uploaded per question if it is allowed
3. **Website Link: Yes** – means you can add 1 weblink/YouTube video link which will be available to the jury to view when evaluating your entry