# Loyalty and Customers Industry Excellence Awards Submission Template – 2025

This template is designed to help entrants provide a comprehensive and well-structured submission for the Industry Excellence Awards 2025. Please follow the format below to ensure consistency and fairness in the judging process.

**Submission Guidelines**

* **Word Count:** Submissions should be between **3000–4000 words** across all sections.
* **Formatting:** Use clear, concise paragraphs. Avoid dot points, tables, diagrams, or graphs.
* **Page Limit:** Maximum of **6 pages** for the entire submission.
* **File Format:** Save and upload as a PDF or DOCX file.
* **Deadline:** All submissions must be uploaded by **30 April 2025**.

**Title of Your Program/Project:**

**Category of Award:**

Specify the category under which you are submitting (e.g., Best Customer Loyalty Program).

**Name of the Specific Award:**

Mention the specific award within the category (e.g., Most Innovative Loyalty Program Design).

**Name of Organization Submitting:**

**Contact Details:**

Include the name, email address, and phone number of the primary contact for this submission.

**Submission Sections**

**1. Business Needs and Objectives (Max: 500 Words)**

* Describe the problem, opportunity, or business need your program/project addresses.
* Outline the key objectives or goals of the initiative.
* Provide context on why this initiative is significant to your organization or industry.

**2. Strategic Alignment (Max: 500 Words)**

* Explain how this program/project aligns with your organization’s overall strategy and mission.
* Highlight its relevance to broader industry trends, challenges, or opportunities.
* Showcase how the program supports long-term organizational growth.

**3. Program/Project Design and Innovation (Max: 750 Words)**

* Detail the methodology, framework, or approach used to design and implement the initiative.
* Highlight any innovative features, creative strategies, or unique aspects that differentiate your program/project.
* Provide insights into how challenges were addressed during implementation.

**4. Measurable Outcomes and Impact (Max: 1000 Words)**

* Provide a clear overview of the results achieved, supported by data or evidence (e.g., KPIs, ROI, customer feedback, engagement metrics).
* Describe the tangible and intangible benefits realized by your organization, customers, or members.
* Include success stories or testimonials that illustrate the program’s impact.

**5. Future Plans (Max: 500 Words)**

* Discuss the next steps for the program/project, including plans for scaling, sustainability, or continuous improvement.
* Highlight potential applications or learnings for future initiatives.

**6. Conclusion (Max: 250 Words)**

* Summarize why your program/project deserves to win this award.
* Reiterate the program’s significance, innovation, and impact.

**7. Project Contributors**

* Provide the names, roles/titles, and email addresses of key contributors to the project