



UKBA'20™
UK Business Awards

BENCHMARK
FEEDBACK
REPORT

UK Business Awards 2020

Dear Winner/Finalist,

This is your feedback report from the UK Business Awards 2020.

The report includes your scores and judges' comments on both scoring phases:

- Scores and judges' comments on your written entry submission,
- Scores and judges' comments on your presentation on the day of the Awards Finals,
- Scores for each judging criterion,
- Scores and positions relative to the winners (gap scores) and
- Average scores in each category.

We hope you will find the feedback valuable in terms of understanding how well you did and where your project/initiative or written entry/presentation could be further improved.

If you require any further information please do let us know.

After you have read the report we would very much appreciate your feedback so we can continue to improve the format of these reports.

Kind regards

Marija Prokic

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A. How Entries Were Scored

The Screening Panel used the following Judging Criteria when short-listing and scoring Written Entries and Presentations. Each criterion was scored out of 100.

1. Summary

An overview of the entire initiative, capturing the most important information from beginning to end.

2. Business Strategy

What was the background to the initiative? How did it meet the strategic needs of the business?

3. Goals and Objectives

What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?

4. Planning and Implementation

What steps did you take to plan the initiative? How was the initiative implemented? Who was involved and how was communication maintained? What was the target, budget and timeframe?

5. Stakeholder Engagement

What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they engaged in the process?


6. Innovation and Creativity

What was especially creative and innovative about the initiative? Was there anything unique or which proved an interesting twist and contributed to the overall success?

7. Impact and Benefits

What has been the resulting impact on the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?

Scoring Guidelines/Marking Scheme

Rating	Description of how well entry meets criteria	Marks available
Outstanding	Compelling, robust, fully evidenced description	80-100
Strong		60-79
Adequate		40-59
Limited		20-39
Weak	Unconvincing, weakly evidenced description	0-19

B. How This Report was Generated

YOUR SCORES

All Criteria were marked out of 100 by Category Judging Panels

- Written Entries were scored using criteria 1-7
- Presentations were scored using criteria 2-7

Percentage Scores were generated for

- each Criterion
- totals over all criteria for written entries
- totals over all criteria for presentations

Overall Scores were generated from Written Entry and Presentation scores, allocating equal weighting to each.

JUDGES' COMMENTS

In addition to scoring, Judges were asked to provide feedback comments to Finalists. Most, but not all, Judges provided comments.

Judges' comments for Written Entries were provided online before the Awards Finals, and for Presentations on the day of the Awards Finals.

Individual comments have been consolidated to provide a single piece of feedback for Finalists.

C. YOUR SCORES

Company Name	██████ in partnership with ████████████████████
Category Name	Business Change or Transformation

Please note all scores relate to this category alone.

All scores are represented as percentages of the totals available for each criterion. Where both Written Entries and Presentation Entries were submitted the overall scores are calculated as weighted averages of the two sets, bearing in mind that Written Entries included an extra Summary criterion.

TOTAL SCORE

	Written Score	Presentation Score	Overall Score
Your score %	75.88	79.28	77.58
Average score %	70.75	78.59	74.67
Your position	1	2	1
Gap from Highest Score %	0.00	1.14	0.00

Criterion 1. Summary

	Written Score	Presentation Score	Overall Score
Your score %	77.17	n/a	77.17
Average score %	75.61	n/a	75.61
Your position	1	n/a	1
Gap from Highest Score %	0.00	n/a	0.00

Criterion 2. Business Strategy

	Written Score	Presentation Score	Overall Score
Your score %	71.67	80.83	76.25
Average score %	70.89	78.50	74.69
Your position	2	1	1
Gap from Highest Score %	2.50	0.00	0.00

Criterion 3. Goals and Objectives

	Written Score	Presentation Score	Overall Score
Your score %	71.50	78.50	75.00
Average score %	68.28	78.33	73.31
Your position	2	2	2
Gap from Highest Score %	2.00	0.50	1.25

Criterion 4. Planning and Implementation

	Written Score	Presentation Score	Overall Score
Your score %	76.83	80.50	78.67
Average score %	66.06	78.00	72.03
Your position	1	2	1
Gap from Highest Score %	0.00	1.17	0.00

Criterion 5. Stakeholder Engagement

	Written Score	Presentation Score	Overall Score
Your score %	79.50	81.00	80.25
Average score %	68.61	80.28	74.44
Your position	1	2	1
Gap from Highest Score %	0.00	1.67	0.00

Criterion 6. Innovation and Creativity

	Written Score	Presentation Score	Overall Score
Your score %	76.17	72.50	74.33
Average score %	72.06	76.33	74.19
Your position	1	2	2
Gap from Highest Score %	0.00	12.33	4.25

Criterion 7. Impacts and Benefits


	Written Score	Presentation Score	Overall Score
Your score %	78.33	82.33	80.33
Average score %	73.78	80.11	76.94
Your position	2	1	2
Gap from Highest Score %	2.00	0.00	0.83

D. JUDGES' COMMENTS

Your Written Entry

A great deployment of real-time data and analytics. Well planned and executed with a thorough project approach. The only information missing was the cost-benefit analysis, which you may have withheld deliberately.

An excellent example of a digital transformation that both re-imagines a business system and uses data to improve customer experience. The entry demonstrated a good transformation journey in the planning and stakeholder sections. The strength of the overall story could have been improved by drawing out more of the consequences of the as-was system and elaborating on the wider benefits of the new solution.

A well presented and articulated entry about a great initiative by  embracing technology to help them improve customer experience and achieve significant business gains. A remarkable achievement in 9 months!

A very thorough submission and well supported by data. The addition of supplemental slides aided the understanding of the activity. I would like to have understood more detail about the cultural elements of the program and to really 'get under the skin' of the stakeholder engagement a little more, but these are minor points. I really liked the link from the outcomes back to the original goals of the activity, to close the loop and easily understand how successful this has been. I also appreciated the honesty about the delay in the actual performance against the plan but would like to understand how this has been captured for the process of planning future activities. A very clear and easy to understand story.

Visually the entry was very difficult to follow, given the constant use of bold text; instead of adding emphasis I found that it detracted. A good background was provided for the strategy, with clear reasoning as to why something needed to be done. There were clear and concise goals and objectives, which are easy to measure. The planning and implementation was clearly well thought out but the explanation could have been more succinct and with less jargon. You are close to hitting your time-frame target and this was one of the best stakeholder engagement entries, really allowing us to understand what you wanted to achieve and how you were going about it. The application of the program's innovation to its ultimate goal was excellent and, ultimately, appears to be a driver for future growth.

D. JUDGES' COMMENTS

Your Presentation

A great presentation which covered all aspects of the transformation in tremendous detail. You really brought the people change aspects to the fore, with a strong link to technology application to solve the business issues.

A great partnership that has clearly led to significant benefits for [REDACTED] Well presented, thank you.

Impressive methodology and implementation, and really great to hear the voices of the customer and stakeholders so firmly embedded in this transformation. [REDACTED] really brought things to life with the examples he was able to talk about. I imagine the fantastic results you are already seeing are just the tip of the iceberg as your internal stakeholders get more used to this revolution in working.

And finally...

Many thanks again for entering the UK Business Awards 2020. We hope that you have found this feedback useful. Please do get in touch if you have any further questions or we can be of help with anything else.

We look forward to seeing you participating again next year and remember, any feedback on this report would be most welcome.

Kind regards

Marija Prokic

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