

Engaging with and empowering
CUSTOMERS,
COLLEAGUES
and **COMMUNITIES**

Leading companies share secrets of their
success, warts and all

ABOUT THE BOOK

Why a Peer Awards Book?

The Peer Awards openly celebrate the interesting innovative initiatives of its successful award finalists. This is to further acknowledge finalists for their award nominations. But is also so their ideas may influence many practitioners in other organisations facing similar challenges.

The Peer Awards have always been about inspiration and recognition, as well as “winning”. Finalists peer-review one another’s entries when judging. Then entries are showcased at the website. Also finalists have in previous years featured in printed supplements in the Independent newspaper and on microsites at the Times and the Daily Telegraph websites.

A book at Amazon will be better suited to the global audience that now participates in the online Peer Awards.

Proposed Contents

The Book will feature a selection of the most innovative initiatives that have been nominated for a Peer Award. It will explore entries in greater depth than covered in the award submissions; incorporating background from the practitioners directly involved, to provide what we believe will be valuable insights for the Book's readers.

An in-depth review of the hundreds of entries nominated since the Peer Awards were initiated in 2010 has yielded these eight themes as possible sections for the book, and for each we provide anticipated chapter headings. These may change by the time we come to publish the Book.

Innovative Initiatives

Engaging with Customers

A Customer-Focused Organisation, Customer Service, Customer Communications, The Voice of the Customer, Engaging with Customers via Technology, The Customer Journey, Encouraging Brand Advocates, Resolving Customer Complaints, Customer Analytics, A Customer Community

Empowering Colleagues

Transforming Corporate Culture, Employee Engagement, Learning & Development, Internal Communications, Providing Work Experience, Recruitment, Nurturing Talent and Leadership, Preparing for after Redundancy, Equality of Opportunity

Enriching Communities

Responsible Business, Supporting Families, Independence for Young People, Life Skills for Adults, Giving to the Community, Awareness of Business, Creating Business Opportunities, Challenging Stereotypes, Community Engagement, Collaborating with Charities

Successful Strategies

Changing Mind-sets

Covering affecting attitudes; STEM education; instilling a coaching culture and transforming corporate culture.

Effective Communications

Covering communicating by video, with metaphor and with visuals in a blended format; experiential learning and technology for communicating

Working with Others

Covering collaboration with vendors, charities, other organisations; access to experts and ambassadors; gaining buy-in and supporting an agent network

Large-Scale Projects

Covering issues that relate to large national and international projects; involving the target audience in development and big data

Spicing Things Up

Covering running competitions and events; making dry subjects fun; offering rewards; working with celebrities and adapting theatre and popular TV formats

Invited Companies

Companies that feature in the first (annual) edition of the Book, due to be published in early 2020, will comprise a selection of those that have been nominated as finalists in the past few years, supplemented with all those nominated in the upcoming 2019 Peer Awards, that agree to be included.

The following companies have been finalists in the past and their nominated entries are amongst those we would like to feature in the Book. We plan to approach these companies over the coming months, to ascertain their interest in being included and obtain more in-depth background on their initiatives.

@one Alliance | Anglian Water | Arzum | ASDA | BA | Bank of America Merrill Lynch | Barclays | BILLA Bulgaria | Borusan | BP | British Gas | Buckinghamshire County Council | Bupa | Bupa International | Bwin.Party | Canary Wharf | CapGemini | Carewatch | Channel 4 | Cisco | Citizenship Foundation | Community-Links | Coventry And Warwickshire NHS Trust | Crawford | CrossCountry | Daisy Group | DBS Law | De Vere | Dentsu Aegis | Deutsche Telekom | Diligent Boardbooks | Direct Line | DP World | DPG | DSTL | Dublin City University | E.ON | Eastpak | EDF | Engage Mutual | Eversheds | Experian | Family Planning Association | Filli Boya / Betek Boya | First Capital Connect | First Group | Forrest Williams | Friends Life | Friends of the Earth | G4S | HC-One | HSBC | Hughes Network Systems | Ikano | Inspired Life | Institute of Practitioners in Advertising | InterContinental Hotels Group | intu Chapelfield | IPC Media | iPSL | Iracambi | ITV | JK Cement | JogPost | JTI Turkey | Kadence International | Kent County Council | KPMG | L'Oreal | Lansons | Lebara | Legal & General | Lloyds Banking Group | Local Heroes | Mahindra | Marsh | Maxus Global | McDonald's | Medical Research Council | MetLife | Michelin | Middlesex University | Migros | Molson Coors | Napp Pharmaceuticals | Nat West | Nationwide | Natural History Museum | Nokia | Norton Rose Fulbright | NSL Services | O2 | Ocado | OMV | Orange UK | Parliament Educational Services | PDSA | Pegasus | People's Supermarket | PepsiCo | Petrofac | Pharmaceutical Product Development | Phillips | Phoenix Futures | Phonographic Performance Limited | PKF | Primark | PT Pertamina EP Subang Field | PZ Cussons | Rackspace | Ramsay Healthcare | RBS | Reader Offers | Red Balloon | Redrow | Reed Smith | Royal Caribbean | Royal College of General Practitioners | Sabanci | Sage | Sanofi | SAP | Save the Children | Severn Trent Services | Simplyhealth | Sky | Sony | Speechly Bircham | Surrey County Council | Tagline | Takeda Turkey | TalkTalk Technology | Tata Consultancy Services | Tearfund | TechComms | Tesco | The AA | The Entertainer | The Guardian | The O2 | Thomas Eggar | Thomson Reuters | Trafford Housing Trust | Turkcell | Turner Broadcasting | UCLan | UKTV | Virgin Media | Vodafone | Warwickshire County Council | Whitefriars Housing Group | Wipro | Wolverhampton Homes | Yapı Kredi | Yes Foundation

Who will be in the Book?

There are two routes to be invited to feature in the initial (2020 Edition) of the Book

- Becoming a 2019 Peer Award nominated finalist
- As a selected older nominated finalist (see the “Invited Companies” page)

A company that has entries nominated for the upcoming 2019 Peer Awards will be invited to be included in the Book. The company can accept or decline the invitation. Those that accept will be included, and this is included in the award entry fee.

Selected companies with entries nominated in previous years will be invited to have their entry considered for inclusion in the Book. They can accept or decline the invitation. Those that accept will be included where this contributes to the contents and balance of the Book, and there is no fee for this.

In addition those that elect to pay the standard award entry fee will be guaranteed inclusion in the Book, and for a limited time this would include being able to resubmit an updated version of that submission for consideration for the 2019 Peer Awards, with a very strong chance of being nominated again.

All companies featured in the Book will be offered further opportunities for exposure in the Book.