

Award Assessment Criteria and Guidelines

Business Excellence Awards 2027

General guidelines for award assessment

- 1 All submissions must reflect achievements, initiatives, and measurable outcomes during the period from 1st October 2025 to 30th September 2026 only.
- 2 The list of supporting documents mentioned under each award category is indicative only. Nominees are encouraged to submit any other relevant documents that they believe strengthen their case and support evaluation.
- 3 For quantitative criteria, submissions must include numbers backed by high-quality evidence, which is verifiable through supporting documents
- 4 For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence

4. Excellence in Omni Channel Brand

Guideline

- Omni retail experiences connect online and physical stores into one smooth journey
- Shows customer convenience and consistency.
- Highlights technology-enabled assistance that enhances retail buying experiences
- Demonstrates measurable customer adoption.

Key Information

- Evidence of growth in omni-retail Focuses on quality of customer experience rather than scale
- Evidence of shoppers moving between a phone app or/and a website, and a real shop without losing their data or progress.
- Evidence of how the brand keeps track of the customer's cart and profile across every device.
- Evidence of the brand maintain real time stock.
- The key strategy, screenshots or visuals demonstrating integrated customer journeys, a summary of initiatives undertaken, and customer feedback, along with measurable results achieved from the new initiatives implemented.

Eligibility Criteria

- Not specific.