



**FRONTLINE  
EXCELLENCE**  
AWARDS 2024

[NOMINATE](#)

Showcase your  
outstanding frontline  
employee experience  
through our world-class  
awards program

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**YOOBIC's Frontline Excellence Awards** is an annual search for the pioneering individuals and teams within our customer community, who are improving their frontline experience through exceptional strategy, teamwork, and dedication.

Through 10 prestigious award categories, you'll have the chance to:

- Honor the remarkable achievements of your teams on a global platform
- Gain industry recognition as an employee experience trailblazer
- Build motivation, engagement, and pride among frontline teams
- Attract and retain top frontline talent
- Grow your network of industry visionaries and leaders



# Award Categories

Five outstanding individuals and five stellar teams will be publicly recognized for their roles in building the future of frontline excellence.

## Individual Awards

### Transformation Leader of the Year

A visionary leader who successfully championed the deployment of YOOBIC in order to drive business transformation and positive change, and future-proof their organization

### Frontline Hero of the Year

A frontline employee who has consistently used YOOBIC to increase the overall performance, efficiency and engagement of their location and teams

### YOOBIC Administrator of the Year

A highly engaged admin user who demonstrates unparalleled mastery of the YOOBIC platform, going above and beyond to push its limits and uncover its full potential

### Frontline Excellence Advocate of the Year

An individual that embodies frontline excellence, acting as an advocate for the employee experience and operational excellence to increase business performance and enhance the customer experience

### District Leader of the Year

A District/Regional/Area Manager who has effectively used YOOBIC to improve interactions with their store teams (site visits, coaching, coms, training, etc), resulting in increased engagement and performance.

# Award Categories



## Team Awards



### Employee Experience Program of the Year

A program that has driven an exceptional employee experience and strong business impact by reducing complexity and successfully merging tools through its use of YOOBIC's full capabilities and features

### Operational Excellence Program of the Year

A program that successfully increased the level of operational excellence within the organization.

### Customer Experience Program of the Year

A program that has improved brand standards and delivered a superior customer experience

### Project Launch of the Year

A team that performed a highly successful YOOBIC launch in the last 12 months, incorporating strategic activities that helped foster engagement among users

### Learning Program of The Year

A program that successfully improved the level of adoption and frequency of training for frontline teams

# How it Feels to Win



“I am impatient to share it with all the persons who make it possible, especially with my team that is contributing to this success everyday.”

— **Julien Davy, Director of Research**

**FITNESS PARK**  
GROUP



“Getting an award for doing something that you love... I can’t even describe the feeling — it was amazing! It really touched me and it made my year.”

— **Paula Angelucci, District Manager**

ADORE ME



“It's a fantastic award because it really celebrates frontline teams, which are the most important players in the success of any retail company.”

— **Karin Magnusson, Global Head of Retail Training**

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# Key Dates



**Nominations  
open**

March 11



**Online  
application**

Until May 2nd



**Jury  
selection**

May 20



**Winners  
revealed**

June 6

**NOMINATE**



# How it Works

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NOMINATE



## Who is Eligible to Win?

- Current YOOBIC customers
- Frontline leaders, managers, team members, and entire teams (including self-nominations!)
- Nominees who agree to be mentioned publicly if they win

## What is the Nomination Process?

- [Complete the form](#), briefly describing your nominee's achievements
- Upload supporting documents or media to help showcase your nominee
- Nominate in as many categories as you like, but submit a new form for each nomination

## How are Winners Selected?

- Winners are chosen by our distinguished jury of industry experts
- The jury will evaluate on: relevance to the category; quality and clarity of the nomination; KPIs and business impact
- Your organization can be named a winner in only one category

# Award Prize Package

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Each winner receives ample recognition for their achievement



**An eye-catching, custom engraved award** with the award category and winner's name



**Feature interview broadcasted on YOOBIC's digital channels** to share their inspirational story



**High-quality printed award certificate** to display with their team



**Digital promotion package** to help announce the exciting news to their audience



# Meet the Jury

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**Ron Thurston**

Bestselling author of "Retail Pride", Global Top 100 Retail Influencer, Co-Founder of OSSY, host of Frontline Fridays.



**Sandra Campos**

CEO (Former DVF), Founder of Fashion Launchpad, and Board Member of Big Lots Stores & PetMeds



**Dr. Nadia Olivero**

Consumer Psychology Professor, University of Milano Bicocca. Managing Director of KNOWHY Research Innovation & Senior Advisor at Mckinsey



**Emmanuel Tisseyre**

Luxury, Fashion, & Beauty expert. Co-Founder at Peranakan Partners. Former executive at LVMH.



**Gyongyver Menesi-Bondar**

Fuels & Convenience Retail Expert. Managing Director at GROUPGen & Senior Advisor at Oliver Wyman. Former Executive at Shell.



**Jennifer Roubaud-Smith**

Chief Customer Officer at YOOBIC.

