



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE

2027 ENTERTAINMENT



Sales.StevieAwards.com

OUR INVITATION

We invite your organization to submit nominations to the 2027 (21st annual) Stevie® Awards for Sales & Customer Service. This program recognizes the achievements of contact center, customer service, business development and sales professionals worldwide.

All organizations and individuals worldwide are eligible to submit nominations: large and small, public and private, for-profit and non-profit.

The Stevie Award trophy, the prize that is conferred in the Stevie Awards for Sales & Customer Service and all other Stevie Award programs, is one of the world's most coveted prizes. Many of the world's largest and most famous organizations have won Stevie Awards; however, most of our winners each year are small and midsize organizations that are still growing and building their brands.

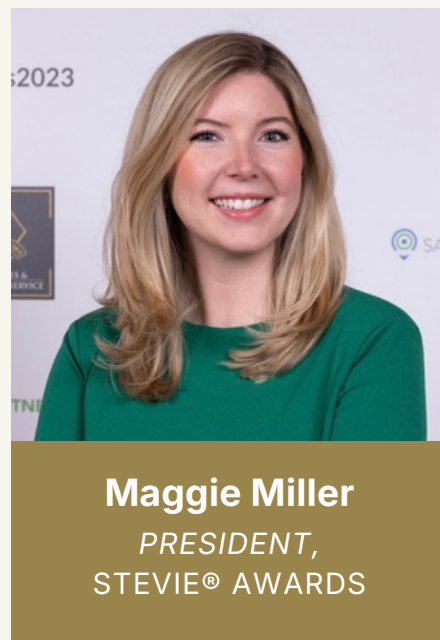
This booklet explains how to prepare and submit nominations to the Stevie Awards for Sales & Customer Service. The first important step in entering is to review the categories and choose the ones in which you'll participate.

Eligibility extends from July 1, 2024 through the date on which you submit your nominations. Nominations that won in the 2026 Stevie Awards for Sales & Customer Service may be resubmitted for consideration in the 2027 awards. If they have not been updated, they must be submitted to categories different from those in which they won.

In this entry kit you will find a summary of the submission requirements and the categories. Detailed instructions are provided on the website, and you'll find links to those instructions throughout these pages. All of this information is also available on the website at Sales.StevieAwards.com.

Winners will be notified on March 10 and celebrated at a gala event in New York City on April 20.

We encourage your organization to submit entries to the Stevie Awards for Sales & Customer Service. Please don't hesitate to contact us with your questions about how to participate.





C TABLE OF CONTENTS

2027 Calendar	Page 4
2026 Awards Highlights	Page 5
2027 Entry Requirements	Page 6
2027 Categories	Page 7
How to Enter	Page 8
Entry Preparation Tips	Page 9
Entry Fees	Page 10
Hear from Past Winners	Page 11
Judging & Awards Process	Page 12
Submission Best Practices	Page 13
Terms & Conditions of Participation	Page 14
10 Reasons to Enter	Page 15

2027 CALENDAR

OCTOBER 15, 2026	<u>Webinar: Entry Tips for the 2027 Stevie® Awards for Sales & Customer Service</u>
NOVEMBER 12, 2026	Early-bird entry deadline, with discounted entry fees
NOVEMBER 17, 2026 - MARCH 3, 2027	Judging of the 2027 Awards
JANUARY 13, 2027	Primary entry deadline, late fees apply after this date
FEBRUARY 3, 2027	Final entry deadline
JANUARY 14, 2027 - MARCH 5, 2027	Customer Service Department of the Year public voting
MARCH 10, 2027	Winners notified
MARCH 11, 2027	Winners publicly announced
APRIL 20, 2027	Awards banquet Marriott Marquis in New York, NY

2026 AWARDS HIGHLIGHTS



[BROWSE PHOTOGRAPHS OF THE AWARDS EVENT](#)



[WATCH THE INDIVIDUAL AWARDS PRESENTATION CLIPS](#)



[WATCH INTERVIEWS WITH STEVIE WINNERS](#)



[DOWNLOAD THE AWARDS EVENT PROGRAM BOOK \(PDF\)](#)



SELECTION OF 2026 WINNERS



turbotax creditkarma quickbooks mailchimp



05



[READY? ENTER NOW](#)

2027 ENTRY REQUIREMENTS

For most categories in the Stevie® Awards for Sales & Customer Service, entries will consist of four main components. You may submit either written or video content in your chosen categories, along with optional supporting materials to help judges get the full picture of your achievements and verify claims made in the entry. If you submit a video entry, be sure that the video provides information for each of the four components.

In most categories, each entry must include:

Written answers to the following questions, describing the nominated organization's or individual's achievements since July 1, 2024, OR a video of up to five (5) minutes in length that answers all of the same questions:

- a. Briefly describe the nominated organization or individual: history and past performance (up to 1,250 characters). *Required*
- b. Outline the organization's or individual's achievements since the beginning of July 1, 2024 that you wish to bring to the judges' attention (up to 1,500 characters). *Required*
- c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 1,500 characters). *Required*
- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 1,500 characters). *Optional*

Optional (but highly recommended), add up to 10 supporting links and/or document uploads to strengthen your submission for the judges' review.

ENTRY TIPS

- Give each nomination a clear and concise nomination title
- Add at least one supporting link or attachment. Judges want to see that you've made the effort to back up the claims of achievement made in your nomination. Not all claims can be verified, but do the best you can to show support. We recommend submitting no more than 10 supporting links or attachments.
- You may submit the same entry content in multiple categories, as long as the categories' requirements are identical.

2027 CATEGORIES

The categories of the 2027 Stevie® Awards for Sales & Customer Service are listed in the following groupings.

Nominations that won in the 2026 Stevie Awards for Sales & Customer Service may be resubmitted for consideration in the 2027 awards. If they have been updated with recent achievements, they may be submitted to the same categories in which they won. If they have not been updated, they must be submitted to categories different from those in which they won.

[AI & DIGITAL TRANSFORMATION -
CUSTOMER SERVICE](#)



[AI & DIGITAL TRANSFORMATION - SALES](#)



[CUSTOMER SERVICE & CONTACT CENTER
ACHIEVEMENT](#)



[CUSTOMER SERVICE & CONTACT CENTER
INDIVIDUAL](#)



[CUSTOMER SERVICE & CONTACT CENTER TEAM](#)



[CUSTOMER SERVICE DEPARTMENT](#)



[CUSTOMER SERVICE SUCCESS](#)



[SOCAP SPONSORED CATEGORIES](#)



[SALES ACHIEVEMENT](#)



[SALES DISTINCTION](#)



[SALES INDIVIDUALS](#)



[SALES TEAM](#)



[BUSINESS DEVELOPMENT](#)



[SOLUTIONS & IMPLEMENTATIONS](#)



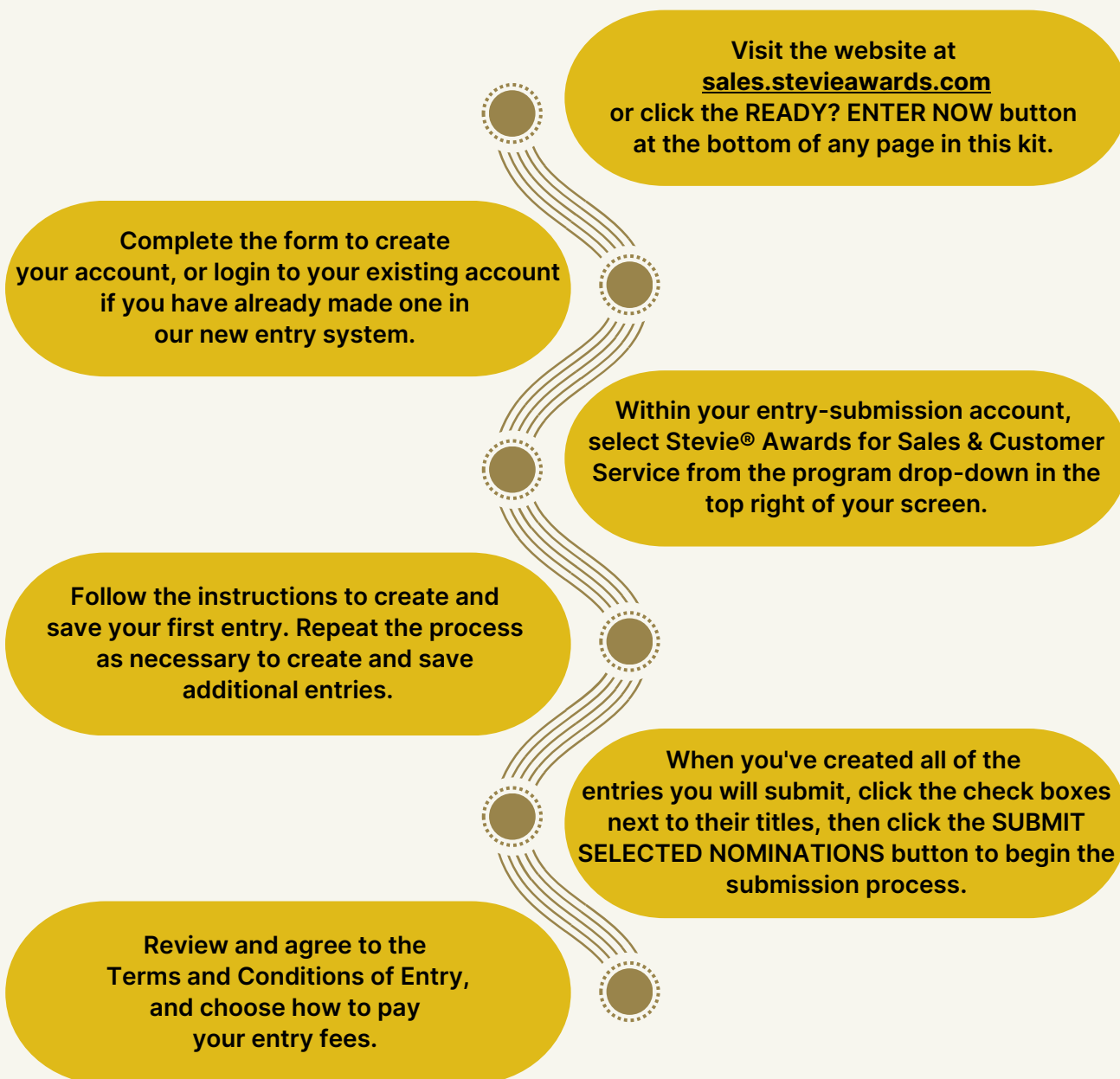
[SOLUTION PROVIDER](#)



[THOUGHT LEADERSHIP](#)



HOW TO ENTER



SUBMIT NOMINATIONS IN ANY OF 30+ LANGUAGES

We have a translation tool built into our entry system. You may submit written nominations in any of 30+ languages, and our system will translate them to English for our judges to review and score. Please note that only your written submission will be translated, not any supporting material uploads or links. All judging will be done in English, and judges will be told that a translation tool may have been used.

ENTRY PREPARATION TIPS

Write Your Entries Offline Before Submitting Them

Write your entries offline to keep a permanent record. Then, submit them through our simple online system. Avoid writing directly online, as technical issues with your computer or our system could cause you to lose your work.

Include Supporting Materials and Links

For most categories, supporting files or URLs are optional. However, we strongly recommend including at least your organization's website URL so judges can access basic information about your organization.

Focus on Achievements During the Eligibility Period

The 2027 Stevie® Awards for Sales & Customer Service eligibility period is from July 1, 2024, through February 3, 2027. Entries may mention earlier achievements but must focus on this period—the judges will not score entries highly if they do not.

How to Submit Entries for Multiple Clients

PR and marketing agencies submitting for multiple clients should create one account under the agency's name with agency contact details. Start each entry title with the client's name so awards are correctly presented to the clients, not the agency.

Test Your Links

If you include links to videos, images, or other materials, be sure to test them before submitting. Preview your entry and click the links to ensure they work and show the intended content to the judges.

Video Entries and Other Media Materials

Attachments should be directly downloadable and easy to access. For videos, use a YouTube, Vimeo, or similar link that plays instantly. If that's not possible, upload the video file instead.

Giving Titles to Your Entries

When choosing a title for your entries, don't include the category name — judges will see it. For individual nominations, simply use the person's name and job title unless additional text adds meaningful context. Keep titles simple.

Well-Written and Succinct

Stevie-winning entries are clear, focused, and modest. Highlight a few key accomplishments in detail rather than listing many briefly, and keep the writing concise.

ENTRY FEES

The competition features a number of categories for which there are no entry fees. For categories to which entry fees apply, the early-bird entry fees are as follows:

- U.S. \$295 per entry in the categories that recognize the achievements of individuals
- U.S. \$520 per entry in the categories that recognize the achievements of entire organizations, teams, departments, achievements, and solutions & implementations

Entry fees will rise \$45/entry after the November 12, 2026 early-bird deadline. Entries may still be submitted after the primary entry deadline of January 13, 2027, up through February 3, 2027, but a late fee of \$55/entry will be assessed in addition to the entry fee. The late fee will apply to all nominations submitted after February 3, 2027, even those in categories that require payment of an entry fee.

If appropriate, an entry may be entered in multiple categories; and the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards.

Payment may be made by credit card, check, or wire transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a *U.S. bank* payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft.

When paying your entry fees, you'll be offered the choice to "pay now" or "pay later." If you choose the pay-later option, your invoice will feature bank-transfer instructions.

No refunds will be made after January 13, 2027.



HEAR FROM PAST WINNERS

“

This achievement solidifies our reputation as a trustworthy brand that delivers for our customers, and the engagement we're seeing gives us confidence to expand our reach to help more Americans than ever before to experience the retirement of their dreams.

”

Michelle Samuel

SVP, Chief Customer Officer, Prudential Financial, United States

“

Receiving the Stevie® Award for Sales & Customer Service is a powerful recognition of our edge in AI-solutions. At ZONE3000, we don't just implement technology; we redefine how AI elevates the customer experience. This award proves that our commitment to blending human expertise with AI innovation delivers the visible results our global partners expect.

”

Sergiy Skurykhin

CEO and Founder, ZONE3000, United Arab Emirates

“

To be recognized by the Stevie Awards for the dedication of our talented product teams and everyone who puts customers at the center of everything they do, is truly incredible. These awards are a powerful testament to what's possible when you truly listen to your customers, understand their challenges, and focus on delivering meaningful solutions and lasting impact. What an experience!

”

Andrew Meadowcroft

VP Customer Experience, Aires, United Kingdom

JUDGING & AWARDS PROCESS

Judging of entries is conducted in one round to determine the Gold, Silver, and Bronze Stevie® Award winners. Judges are recruited worldwide, apply to judge on the Stevie Awards for Sales & Customer Service website, and are assigned to juries by Stevie® Awards staff based on their industry, function, and experience.

Each entry is reviewed and rated by no fewer than five (5) volunteer judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. All entries are viewed and rated at the judges' convenience over the Internet. Rating is done on a scale of 1-10.

All entries that receive an average score of at least 8.0 out of a possible 10, regardless of category, are automatically conferred Stevie Award status. Entries with average scores of 7.75 – 7.99 may be conferred awards status at the discretion of Stevie Awards administration, but are not guaranteed awards placement.

Every category that has at least one qualifying entry (with a final average score of at least 8.0/10) will have at least one Gold Stevie Award winner. The qualifying entry with the highest average score in a category will be awarded the Gold Stevie Award. The top 45% of other qualifying entries will be accorded Silver Stevie status. The remaining 55% of qualifying entries will be accorded Bronze Stevie Award status.

The veracity of claims made in Finalist entries may be audited. Any entry found to contain false or misleading information will be disqualified. Gold Stevie-winning entries will be published on the Stevie Awards for Sales & Customer Service website, after winners have had the opportunity to redact non-public information from them.





SUBMISSION BEST PRACTICES

Subscribe to the Free Stevie® Awards Email Newsletter

Stay up to date on entry deadline extensions, new categories, and other important announcements by subscribing to the weekly Stevie Awards email newsletter. We respect your privacy and will never share your email address with anyone else. [Click here](#) to subscribe.

Determine Who or What You Want to Nominate, and in Which Categories

Decide which individuals, departments, teams, achievements, solutions, or implementations in your organization you wish to nominate, then select the most appropriate categories for those entries. For help with category selection, fees, or other questions, contact us at +1 703-547-8389 or help@stevieawards.com.

Submit Your Entries By the Entry Deadline

There's an early-bird deadline of November 12, 2026 through which entry fees are discounted. The primary entry deadline will be January 13, 2027. Late entries will be accepted through February 3, 2027 with payment of a \$55 late fee per entry.

Register for our Live Informational Webinar

[Click here to register](#) for our October 15 webinar about how to prepare successful nominations and learn more about what is new and different in the 2027 competition. The webinar will be available to watch on demand anytime after it airs live.

TERMS & CONDITIONS OF ENTRY



The following is the overview of the terms and conditions of entry to the 2027 Stevie® Awards for Sales & Customer Service. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

ENTRY FEES



ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



FINAL DECISION



DISPOSITION OF SUBMITTED MATERIALS



PAYMENT OF SHIPPING FEES



PUBLICATION OF STEVIE-WINNING ENTRIES



NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



IDENTIFY VERIFICATION



FAILURE TO COMPLY WITH THESE TERMS & CONDITIONS WILL RENDER YOUR ENTRIES INELIGIBLE. ENTRY FEES WILL NOT BE REFUNDED.



10 REASONS YOU SHOULD ENTER

Stevie® Awards offer a cost-effective way to recognize and celebrate your valued employees for their efforts and accomplishments—boosting morale, inspiring pride, and motivating your team to keep striving for excellence.

1

Small organizations have just as much chance to win a Stevie as big companies. Every year, household-name companies are joined in the winners' circle by small and medium-sized organizations that are still building their brands.

3

Winners are celebrated globally at our galas and promoted across our website, blog, social media, and PR. With more than 70,000 monthly site visitors and 60,000 newsletter subscribers, your win gets wide exposure.

5

The awards are a great way to benchmark your achievements against competitors in your industry.

7

Winners may order additional copies of their awards to share with employees, executives, and clients. Official winner logos, social media graphics, and press release templates are provided to all winners at no extra cost.

9

The entry fees are nominal compared to the publicity and credibility you or your organization can reap from winning a Stevie Award. Past winners use their Stevie Awards to enhance their reputation, attract clients, and engage top talent.

2

There are dozens of categories for customer service, contact center, business development, and sales professionals, teams, and departments.

4

When you win a Stevie Award, you and your colleagues get to deliver a speech on stage before a global audience, and network with top professionals at our April 20 gala, also broadcast live worldwide.

6

Stevie Awards impress clients, partners, colleagues, and staff. Since 2002, the Stevie Award trophy has become one of the business world's most coveted prizes; it's a global symbol of excellence and innovation.

8

Judges include many of the world's most respected executives, entrepreneurs, innovators, and business educators. You'll have access to all of the judges' feedback for all of your entries; an invaluable resource.

10



THE STEVIE® AWARD

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in the workplace to organizations and individuals in more than 70 nations and territories.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

RESOURCES TO HELP YOU PREPARE YOUR ENTRIES

Most public relations agencies and independent practitioners have experience writing Stevie® Awards entries. If you don't have the time to prepare, write and submit your Stevie Awards for Sales & Customer Service entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. We recommend the following:

- August Recognition, Donna O'Toole, hello@augustawards.com
- Award-Winning Results, Jacque Burandt, jacqueline.burandt@gmail.com
- Boost Awards, Chris Robinson, info@boost-awards.co.uk
- Business Awards Consulting, Cagatay Kayabas, awards@kuzeygelisim.com
- Green Door Co., Heather Marano, heather@greendoor.co (Australia/New Zealand)
- Melissa Sones, melissasonesconsulting@gmail.com
- Susan Turkell, info@pairelations.com
- The Audacious Agency, Lauren Clemett, info@theaudaciousagency.com

CONTACT US

The Stevie Awards

10560 Main Street, Suite 519, Fairfax, VA 22030 U.S.A.
Telephone: +1 703-547-8389 | Fax: +1-703-991-2397
help@StevieAwards.com | www.StevieAwards.com

