

# The Association of Support Professionals

## *Call for Entries: The Ten Best Web Support Sites of 2008*

Dear colleague,

As you may know, the Association of Support Professionals (ASP) hosts an annual awards competition to honor the Year's Ten Best Web Support Sites.

Judged by support professionals, these ten winning sites are widely regarded as leaders in online support innovation and implementation.

This year, I'd like to invite you to submit your own support site for this prestigious award, in either the Open Division (seven or eight winners) or the Small Company Division (two or three winners).

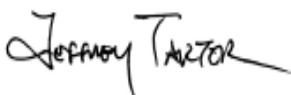
Of course, I can't promise that your site will be a winner. But even if you're a runner-up, you'll still receive several valuable benefits:

- **Site analysis:** After the winners are announced, we'll send you your scorecard results in each of 25 different categories, which can show you how key aspects of your site compare to benchmark averages of other support sites. The scorecard will also include comments by the judges and suggestions for site improvements.
- **Special report:** We'll also send you a copy of *The Ten Best Web Support Sites of 2008*, a book that profiles the winners and explores emerging trends in online support (regular price, \$95).

The entry form (see next page) explains the nomination process in more detail. You can also find information about the awards and previous winners on the ASP Web site, [www.asponline.com](http://www.asponline.com). And I'm always happy to answer questions – just send me an e-mail at [jtarter@asponline.com](mailto:jtarter@asponline.com) and I'll try to help.

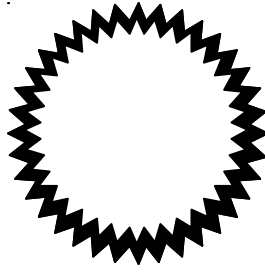
I look forward to seeing your entry!

Regards,



Jeffrey Tarter  
executive director

## Call for Entries



# The Ten Best Web Support Sites of 2008

To help customer support managers develop better self-service Web support sites, the Association of Support Professionals will honor The Ten Best Web Support Sites of 2008. A panel of judges will identify ten sites that demonstrate overall excellence in Web support delivery. Seven or eight winners will be chosen in the Open Division and two or three in the Small Company Division.

### Eligibility & Entry Procedures

Entries may be submitted by individuals, companies, or outside firms that participated in the site development process. Each entry must be accompanied by an application form, plus six sets of screen shots and six copies of two essays—one that identifies three key site features and one that describes the most important challenge that the site developers overcame. (All entry materials should be submitted in hard copy only.) Deadline for all entries is Friday, March 7, 2008.

### Scoring

The judges will use a scoring system that addresses five general areas:

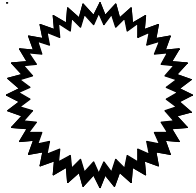
- Overall usability, design, and navigation
- Knowledgebase and search implementation
- Interactive features (forums, e-mail, chat, etc.)
- Customer experience
- The major site development challenge

### Publication

The ten winning sites will be profiled in an annual ASP book that will include screen shots, essays, and related material. All entrants will receive a complimentary copy of this book.

### Administration

Entries should be submitted to The Association of Support Professionals, 122 Barnard Avenue, Watertown, Mass. 02472. Entry fee is \$185 (per site).



# The Ten Best Web Support Sites of 2008

## ENTRY FORM

Web site (URL): \_\_\_\_\_

Company: \_\_\_\_\_

Password:\* \_\_\_\_\_

\*If required for access by judges (see Instructions). **Please make sure password is legible and active.**

Division:  Open  Small Company (annual revenues under \$100 million)

Submitted by:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Instructions:

Each entry must be accompanied by the following items:

- A completed application form with entry fee (check or credit card).
- Screen shots that demonstrate important aspects of your site (hard copy only, maximum ten pages, **six sets**). Screen shots may be combined with the essays.
- A short essay describing three features or aspects of the site that the judges should look at most closely (maximum six pages, **six sets**).
- An essay (maximum ten pages, **six sets**) that describes the single largest challenge you faced in implementing the current version of this site. Possible topics include problems of technology, project management, team organization, site design, budget constraints, promotion, special customer needs, etc. In addition, describe how you overcame this problem, and what lessons you learned that would help other support site developers.

Deadline for entries is Friday, March 7, 2008. Entry fee, \$185 (per site), payable to the Association of Support Professionals by check or credit card. If paying by credit card, attach a separate page with credit card number, expiration, and cardholder name. Each entry received after the deadline (including incomplete entries) will be charged a \$45 late fee.

If the site is password-protected, please assign a temporary password or access rights for the competition judges (see above). Access rights should expire on June 30.

Applicant grants permission to the ASP to reproduce selected screen shots and text from the application as part of an annual book-length profile of the ten awards winners.

For additional submission instructions, contact Jeffrey Tarter at the Association of Support Professionals (jtarter@asponline.com) or visit the ASP Web page, [www.asponline.com/awards.html](http://www.asponline.com/awards.html).

Entries should be submitted to the Association of Support Professionals, 122 Barnard Ave., Watertown, Mass. 02472. Phone 617/924-3944.

## ASP Awards Credit Card Submission

Name of company submitting payment: \_\_\_\_\_

URL of entry site: \_\_\_\_\_

**Please charge the following credit card account for the 2008 ASP Web awards entry fee (\$185) and late fee (\$45) if applicable.**

Visa       MasterCard       American Express

Credit card number: \_\_\_\_\_

Exp. date: \_\_\_\_\_

Card security ID#: \_\_\_\_\_

(MC/Visa 3-digit code on back of card; American Express 4-digit code on front of card)

Name as it appears on card: \_\_\_\_\_

Billing address on card:

Street: \_\_\_\_\_

Postal code: \_\_\_\_\_