

Nominations for South African E-Commerce Awards open

Yesterday 1 August 2011, the nominations for South African E-Commerce Awards opened as Round 1, public nominations for South African e-commerce websites. This year, the organiser, Jump Shopping, has decided to change the voting procedure and it, along with the public's votes, will be evaluating nominated websites in a three-round voting and evaluation process to determine this year's winners.

The awards, now in the sixth year, recognise and reward those companies and organisations that have demonstrated excellence using the internet, with specific emphasis on e-commerce.

The public nomination round will determine the top 40 websites through the most public votes. This nomination process closes on 30 September 2011.

In Round 2, the organiser will conduct an initial evaluation of the top 40 websites and, with the public's votes from Round 1 and Round 2, will provide the top 20 contenders for Round 3.

In the final evaluation round, the organiser will make extensive use of the top 20 websites to evaluate ordering processes, customer service, design standards and ease of use. The winners will be announced on 7 November 2011.

"With the growth shown in the South African e-commerce industry during the last year, we are excited to see which way the public vote will go this year. With social media being embraced and utilised, marketing and building a loyal customer base has become even easier than before. We see the South African E-commerce Awards as a measure of success and public perception surrounding e-commerce brands. We definitely think this year's awards are going to be the biggest one yet and to get public interest, the company and ShopMaster will be giving away an Apple iPad 2 to one voter," said Jaco Roux, MD of Jump Shopping.