

Best Customer Experience - Government / Public Sector

This category will be judged upon each applicant's entry statement.

Please note that your entry should be **no more than 2000 words in total**.

1	Please provide a brief overview of your organization's customer experience strategy, and its alignment with your overall business goals.
2	Describe a specific customer experience initiative or program your organization implemented that resulted in significant improvements in customer satisfaction and loyalty. <i>(You can showcase a particular project or initiative that had a positive impact on customer experience outcomes and provides evidence of their success)</i>
3	How does your organization measure and track customer satisfaction and feedback? Please outline the key metrics and tools utilized. <i>(This question seeks information on the organization's methods for capturing customer feedback, measuring satisfaction levels, and utilizing data to inform decision-making and improvements.)</i>
4	How has your organization successfully resolved a challenging customer issue or complaint, turning it into a positive customer experience? <i>(This question allows applicants to showcase their problem-solving skills and highlight instances where they effectively addressed a difficult customer issue, ultimately transforming it into a positive experience for the customer)</i>
5	How does your organization foster a culture of customer-centricity among employees? <i>(Describe any training, recognition, or engagement programs in place)</i>