

This award recognises organisations that deliver a strong and consistent experience for business customers across ongoing relationships, projects or services.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

Overview (250 words max)	Briefly describe your organisation, the services you provide, and the type of clients you work with.
Understanding Your Clients	How do you understand your clients' needs, and how do you keep that understanding up to date as the relationship develops?
Managing the Relationship	How do you manage client relationships in practice? Explain how you communicate, coordinate and maintain consistency across the relationship.
Delivering for Clients	Give examples of how you deliver work or services to clients. Focus on how you meet expectations, manage delivery and respond when things change.
Using Feedback to Improve	How do you gather feedback from clients, and how do you use it to improve the service you provide?
Results & Outcomes	What impact has your approach had? Include evidence where possible, such as client retention, repeat business, satisfaction or performance improvements.

Scoring (100 Points Total)

- Understanding Your Clients: 10
- Managing the Relationship: 20
- Delivering for Clients: 30
- Using Feedback to Improve: 15
- Results & Outcomes: 25

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on what you did and the results it delivered. Include data where possible.
- **Only the first 2000 words of your entry will be assessed.**
- There is a 10MB limit per file for supporting documents. Contact the awards team if needed.