

Best Company for Client Retention

This award recognises organisations that build long-term client relationships through strong service, trust and consistent delivery.

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, client base and the services you provide.
Client Relationship Strategy	Describe your approach to building and maintaining long-term client relationships.
Service Consistency & Account Management	How do you ensure clients receive a consistent, reliable and high-quality experience over time?
Client Engagement & Communication	How do you stay engaged with clients, manage expectations and respond to issues or changing needs?
Retention Results and Business Impact	Provide evidence of retention performance, repeat business, referrals, account growth or long-term client success.

Scoring (100 Points Total)

- Client Relationship Strategy: 20
- Service Consistency & Account Management: 25
- Client Engagement & Communication: 20
- Retention Results and Business Impact: 35

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.