

# Best Professional Services Client Experience

This award recognises professional service firms delivering exceptional client experience through expertise, communication, responsiveness and consistent service 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)	<b>Briefly describe your organisation, the services you provide and the types of clients you work with.</b>
Understanding Client Requirements	<b>How do you understand client objectives, pressures and commercial requirements?</b> Include how your approach adapts to different clients, sectors or projects.
Service Delivery	<b>How do you ensure clients receive a professional, reliable and high-quality service?</b> Include communication, responsiveness, delivery standards, timelines and management of complex work or projects.
Client Relationship Management	<b>How do you maintain strong client relationships throughout engagements?</b> Include how you manage expectations, provide ongoing support and ensure consistency across client interactions.
Results and Client Outcomes	<b>Provide evidence of client satisfaction, repeat business, referrals, retention or measurable outcomes achieved for clients.</b>

## Scoring (100 Points Total)

- Understanding Client Requirements: 15
- Service Delivery and Responsiveness: 30
- Client Relationship Management: 20
- Results and Client Outcomes: 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.