

# Best Customer Experience in Transport

This award recognises organisations that deliver a reliable and well-managed customer experience across journeys, services or transport operations.

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 service you provide, and the type of journeys or services you manage.</b>
Customer Journey and Experience	<b>Describe the typical customer experience from first contact through to service delivery and ongoing support, where relevant.</b>
Reliability & Day-to-Day Delivery	<b>How do you keep your service running as planned? Focus on consistency, timing, coordination and managing demand.</b>
Handling Delays & Disruption	<b>How do you deal with delays, breakdowns or unexpected issues? What do you do to minimise impact and keep customers informed?</b>
Improvements Made	<b>What have you changed in the past 12 months to improve the customer experience?</b>
Results & Performance	<b>What impact have these changes had? Include evidence where possible, such as punctuality, customer feedback, complaint trends or service reliability.</b>

## Scoring (100 Points Total)

- Customer Journey: 15
- Reliability & Delivery: 30
- Handling Disruption: 20
- Improvements Made: 15
- Results & Performance: 20

## 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.