

Best Customer Experience in Financial Services

This award recognises organisations that deliver a clear, reliable and trustworthy customer experience in a regulated and often complex financial environment.

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 how you approach customer experience.
Customer Needs & Expectations	Who are your customers, and what do they expect when dealing with your organisation? This may include clarity, speed, accuracy, trust and ease of communication.
How Your Service is Delivered	Explain how your service works in practice, including: <ul style="list-style-type: none">• Onboarding or account setup• Communication with customers• Handling queries or issues• Ongoing account/service management Focus on how you make complex processes easier for customers.
Handling Issues & Building Trust	How do you deal with problems when they arise, and how do you maintain customer trust?
Results & Outcomes	What results have you achieved? Include evidence where possible, such as customer satisfaction, complaint trends, resolution times or retention.

Scoring (100 Points Total)

- Customer Needs & Expectations: 15
- How Your Service is Delivered: 30
- Handling Issues & Building Trust: 20
- Results & 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.