

Best Customer Experience in the Public Sector

This award recognises public sector organisations that deliver clear, accessible and effective services while improving the experience of citizens, service users and communities.

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 service provided and the people or communities you support.
Understanding User Needs	How do you understand the needs, expectations and challenges of the people using your service? Include how feedback or engagement informs service delivery.
Service Delivery and Accessibility	How do you ensure people can access and use your service effectively? Include how you support different user needs and maintain a consistent standard of service.
Communication and Responsiveness	How do you communicate with users and respond to queries, issues or changing service demands? Focus on clarity, responsiveness and trust.
Service Improvements and Innovation	What improvements or changes have you introduced to enhance the customer experience? Include examples of innovation, process improvement or new approaches.
Results and Impact	Provide evidence of the impact your approach has had. This may include user satisfaction, reduced complaints, improved access, faster response times or other measurable outcomes.

Scoring (100 Points Total)

- Understanding User Needs: 20
- Service Delivery and Accessibility: 25
- Communication and Responsiveness: 20
- Service Improvements and Innovation: 15
- Results and Impact: 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 the individual has done and the results delivered. Avoid general statements.
- **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.