

Best Customer Experience in Utilities/Telecoms

This award recognises organisations that manage customer experience effectively in a high-volume, essential service environment where reliability, communication and issue handling are critical.

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 you provide, and the scale you operate at.
What Customers Depend On You For	Describe the core service you provide and what customers expect from you in terms of reliability, communication and support.
Keeping Customers Informed	How do you communicate with customers, especially when something changes or goes wrong? Focus on clarity, timing and consistency.
When Things Go Wrong	How do you handle issues such as outages, delays, billing problems or complaints? What do you do to resolve problems and restore trust?
What Has Improved	What have you changed in the past 12 months to improve how customers are dealt with?
Results & Performance	What impact have these changes had? Include evidence where possible, such as complaint trends, response times, customer feedback or service performance.

Scoring (100 Points Total)

- What Customers Depend On You For: 15
- Keeping Customers Informed: 20
- When Things Go Wrong: 25
- What Has Improved: 15
- Results & Performance: 25

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.