

Best Customer Experience Instore Retailer

This award recognises retailers that deliver a consistent, high-quality customer experience in a physical store 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 business and how you approach customer experience in your store.
Your Customers & Challenges	Who are your customers, and what do they expect when they visit your store? What makes it difficult to deliver a strong instore experience?
Customers In-Store Experience	Explain what customers can expect when they visit, including: <ul style="list-style-type: none">• First impressions and store layout• Interaction with staff• Help, advice or service provided• Checkout and overall experience
What You've Improved	What have you changed or improved in the past 12 months that has made a real difference to customers?
Results & Performance	What results have you seen from your approach? Include data where possible, such as customer satisfaction, repeat visits, sales performance, feedback / reviews, complaint levels
What Sets Your Experience Apart	Explain what you do differently from a typical retailer, and why it improves the customer experience.

Scoring (100 Points Total)

- Your Customers & Challenges: 10
- Customers In-Store Experience: 25
- What You've Improved: 15
- Results & Performance: 35
- What Sets Your Experience Apart: 15

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.