

# Best Customer Experience Online Retailer

This award recognises online retailers that deliver a clear, reliable and customer-focused digital shopping experience, from first interaction through to delivery and aftercare.

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 business and how you approach customer experience in your online store.</b>
Your Customers & Challenges	<b>Who are your customers, and what do they expect from you? What makes it difficult to deliver a strong online experience in your business?</b>
How Your Service Works Day to Day	<b>Explain how your online service runs in practice, including:</b> <ul style="list-style-type: none"><li>• How customers browse and buy</li><li>• How orders are processed and delivered</li><li>• How returns are handled</li><li>• How you deal with customer queries or issues</li></ul>
What You've Improved	<b>What have you changed or improved recently that has made a real difference to customers?</b>
Results & Performance	<b>What results have you seen from your approach? Include data where possible, such as customer satisfaction, repeat purchases, conversion rates, delivery performance, complaints</b>
Why This Experience Stands Out	<b>What do you do better than a typical online retailer, and why does that matter to your customers?</b>

## Scoring (100 Points Total)

- Your Customers & Challenges: 10
- How Your Service Works Day to Day: 25
- What You've Improved: 15
- Results & Performance: 35
- Why This Experience Stands Out: 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.