

Best Customer Loyalty Programme

This award recognises organisations that have developed and delivered an effective customer loyalty programme that drives engagement, repeat business and long-term customer value.

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 and your loyalty programme. |
| Programme Design | How is your loyalty programme structured? Explain how it works and what it is designed to achieve. |
| Customer Engagement | How do customers interact with the programme? Explain how you encourage participation and ongoing use. |
| Managing & Improving the Programme | How do you manage the programme over time? Explain how you track performance and make improvements. |
| Results & Impact | What results has the programme delivered? Include evidence where possible, such as repeat business, customer retention, engagement or revenue impact. |

Scoring (100 Points Total)

- Programme Design: 20
- Customer Engagement: 20
- Managing & Improving the Programme: 20
- Results & Impact: 40

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.