

This award recognises a clear example of how an organisation delivered a positive outcome for a customer through a specific piece of work, service or intervention.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

The Customer Story (200–400 words)	Describe a specific customer case where your organisation delivered a strong outcome. Include the situation, what the customer needed, what you did, and the final result.
Understanding the Customer	How did you understand the customer’s specific needs or situation? Explain how your approach was shaped around that.
Anticipating & Managing Issues	How did you identify and deal with potential issues or risks during this work? Focus on how you prevented problems or handled them early.
Outcome & Impact	What was the result for the customer? Include clear outcomes such as satisfaction, retention, revenue, or other measurable impact.
Supporting Evidence	Include relevant customer feedback, reviews, testimonials or data that support the outcome.

Scoring (100 Points Total)

- Customer Story – 25
- Understanding the Customer – 15
- Anticipating & Managing Issues – 15
- Outcome & Impact – 35
- Supporting Evidence – 10

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.