

Best Customer Support Experience

This award recognises organisations that provide strong and consistent customer support after the initial service, purchase or engagement.

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 the type of aftercare or ongoing support you provide.
Customer Support	Describe the support customers receive after the initial service or purchase. Include support channels, availability and the types of issues handled.
Responsiveness & Resolution	How do you deal with queries, problems or follow-up requests? Focus on speed, clarity and resolution.
Ongoing Customer Experience	How do you maintain a positive customer experience after the initial interaction? Include follow-up communication, consistency and customer retention efforts where relevant.
Results & Impact	What impact does your customer support have? Include evidence where possible, such as customer satisfaction, retention, repeat business or reduced complaints.

Scoring (100 Points Total)

- Customer Support: 30
- Responsiveness & Resolution: 25
- Ongoing Customer Experience: 15
- Results & Impact: 30

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on how customers are supported after the initial service and what results this delivers. 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.