

Best Digital Customer Experience

This award recognises organisations that deliver a clear, efficient and user-friendly experience across their digital channels.

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 digital channels you provide (e.g. website, app, portal).
Key Customer Objectives	What are the main objectives customers have when using your digital channels? Focus on the core actions they are trying to complete, such as purchasing, booking, accessing information or managing services.
How the Digital Experience Works	Explain how your digital experience is designed and delivered. Focus on ease of use, navigation, speed and clarity.
What You've Improved	What changes have you made in the past 12 months to improve the digital experience?
Results & Impact	What impact have these changes had? Include evidence where possible, such as completion rates, customer satisfaction, engagement or reduced support queries.

Scoring (100 Points Total)

- Key Customer Objectives: 15
- How the Digital Experience Works: 30
- What You've Improved: 15
- 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 how the experience works for customers and what has improved. 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.