

Best Use of Technology in Customer Experience

This award recognises organisations that use technology, including AI where relevant, to improve how customers are served, supported and communicated with.

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 technology or solution used.
The Problem It Was Solving	What issue or gap were you trying to address? Focus on the customer problem, not the technology.
How the Technology Is Used	Explain how the technology is used in practice. This may include AI, automation, platforms or tools that support customer interaction. Focus on how it works day to day and how it supports the customer experience.
What It Changed	What changed as a result of using this technology? Focus on improvements to the customer experience, not just internal processes.
Results & Impact	What measurable results has this delivered? Include evidence where possible, such as customer satisfaction, response times, engagement or efficiency.

Scoring (100 Points Total)

- Problem It Was Solving: 15
- How the Technology Is Used: 30
- What It Changed: 20
- Results & Impact: 35

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 technology is used and what it has improved. Avoid describing features without linking them to outcomes.
- **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.