

Customer Experience Manager of the Year

This award recognises an individual who has taken responsibility for customer experience within their organisation and delivered measurable improvements through their work.

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)	Describe the individual, their role, and their responsibility for customer experience.
Role & Responsibilities	What does this person own day to day? Focus on how they are responsible for managing or improving customer experience.
Actions & Improvements	What has this person done in the past 12 months? Focus on specific changes, initiatives or improvements they have driven.
Working Across the Organisation	How does this person work with teams or departments to improve customer experience? Focus on coordination, influence and getting things done.
Results & Impact	What impact has their work had? Include evidence where possible, such as improvements in customer experience, performance or service delivery.

Scoring (100 Points Total)

- Role & Responsibilities: 15
- Actions & Improvements: 30
- Working Across the Organisation: 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 what the individual has done and the results delivered. Avoid general statements.
- **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.