

Customer Experience Team of the Year

This award recognises a team that has made a clear and measurable contribution to customer experience through its service, performance, collaboration and results.

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

Team Overview	Describe the team, its size, role and responsibilities within the organisation.
Team Performance & Delivery	How does the team deliver a strong customer experience in practice? Focus on service standards, consistency, responsiveness and how the team manages day-to-day work.
Challenges & Problem Solving	What challenges has the team faced, and how were they handled? Include how the team maintained service quality, customer trust or performance during difficult periods.
Team Development & Ways of Working	How does the team build capability and improve how it works? This may include training, coaching, knowledge sharing, process improvement or better use of tools.
Results & Impact	What impact has the team had on customers and the wider organisation? Include evidence where possible, such as customer feedback, satisfaction scores, complaint trends, operational improvements or business results.

Scoring (100 Points Total)

- Team Performance & Delivery: 30
- Challenges & Problem Solving: 15
- Team Development & Ways of Working: 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.