

Customer Experience Transformation of the Year

This award recognises organisations that have delivered a significant and measurable improvement in customer experience through a defined transformation or change programme.

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 transformation undertaken.
Starting Point	What was the situation before the transformation? Describe the key issues, gaps or challenges in the customer experience.
What Changed	What did you change, and how was it delivered? Describe the key changes made, the scale of the transformation, and how it was implemented across the organisation.
How It Was Delivered	How was the transformation delivered across the organisation? Focus on how the change was implemented and embedded.
Results & Impact	What difference has the transformation made? Include evidence where possible, such as improvements in customer experience, performance or business outcomes.

Scoring (100 Points Total)

- Starting Point: 15
- What Changed: 30
- How It Was Delivered: 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 what changed and the impact it delivered. 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.