

Best Client Experience

This award recognises organisations that deliver a high-quality, consistent and commercially valuable experience to clients across the full relationship lifecycle.

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, the services you provide and the types of clients you work with.
Understanding Client Needs	How do you understand client objectives, expectations and commercial challenges? Include how client feedback or engagement informs your approach.
Client Relationship Management	How do you manage and maintain strong client relationships? Focus on communication, responsiveness, account management and ongoing support.
Delivery and Service Standards	How do you ensure a high standard of service delivery across projects, engagements or ongoing contracts?
Results and Client Impact	Provide evidence of the impact your approach has had on clients. Include retention, satisfaction, referrals, growth or measurable business outcomes where possible.

Scoring (100 Points Total)

- Understanding Client Needs: 20
- Client Relationship Management: 25
- Delivery and Service Standards: 25
- Results and Client Impact: 30

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 you did and the results 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.