

Best CRM Solution

This award recognises CRM providers delivering effective solutions that improve customer management, communication and business performance.

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 CRM solution, the organisations it supports and the problems it is designed to solve.
Solution Functionality / User Experience	Describe the core functionality of your CRM solution and how it supports users in managing customer relationships effectively.
Implementation and Customer Support	How do you support clients during onboarding, implementation and ongoing use of the platform?
Innovation and Development	What makes your CRM solution different? Include examples of innovation, new features or improvements developed to address customer needs.
Customer Results and Business Impact	Provide evidence of the measurable impact your CRM solution has delivered for clients. This may include efficiency, retention, communication or service improvements.
Client Feedback and Satisfaction	Provide examples of customer feedback, testimonials, retention rates or other indicators of client satisfaction.

Scoring (100 Points Total)

- Solution Functionality and User Experience: 25
- Implementation and Customer Support: 20
- Innovation and Development: 20
- Customer Results and Business Impact: 25
- Client Feedback and Satisfaction: 10

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.