

Sample form, not for offline completion.

Visit <https://ukexcellenceawards.awardsplatform.com> to enter.

Customer Experience

This award is for organisations who put customers at the heart of what they do and continuously strive to improve their customer experience; responding to their changing needs, find ways of delighting them and always staying ahead of the competition. This includes understanding the journeys your customers go on and how every touch point with the organisation is a moment of truth. This could an example of a customer-centric culture or a project delivering a specific customer benefit.

Category Sponsor



<p>One line entry name/summary (this will be used in our brochure and at the Awards Ceremony). </p> <p>To give you some guidance, a previous example is:
 Church House, a charity journey to net zero.</p>

Contact Us

If you have any questions or need any further information please feel free to contact us at awards@bqf.org.uk

Awards Process

By submitting an entry, you are beginning your journey on the BQF Awards process.

- Step 1. Submit award entry.
- Step 2. Judges will review entries and shortlist candidates.
- Step 3. Shortlisted candidates announced.
- Step 4. Shortlisted candidates put forward to our judging panel which will give you the opportunity to virtually present to the judges.
- Step 5. Finalists announced.*
- Step 6. Winners announced at Awards Ceremony.

*For the Patron's Awards, you will be supported to produce a short video (with help and guidance) that will be played at the Awards Ceremony.

Please fill in the form below with your details

Your name

Your email address

The email address given here will be the email address used for all correspondence.

I am happy for my email address to be added to the BQF marketing database

☐ Yes

☐ No

Name of Secondary Contact

If you are submitting this entry on behalf of someone else please give the name of that person here or details of a secondary contact. This contact could also be a Project Leader or a person you are nominating.

Secondary Contact email address

If you are submitting this entry on behalf of someone else please give their email address here or that of a secondary contact. This contact could also be a Project Leader or a person you are nominating.

The Secondary Contact is happy for their email address to be added to the BQF marketing database

☐ Yes

☐ No

Organisation Name

Do you have a BQF Membership?

☐ Yes

☐ No

Not sure if your organisation is a member of the BQF? [You can check here.](<https://www.bqf.org.uk/about-us/our-members/>)

If you are not a BQF Member do you fall into any of the categories below? (optional)

☐ charity

☐ not for profit organisation

If you have a discount code to use against your award entry fee please add it here (optional)

Please upload a high resolution company logo, in jpeg format 300dpi minimum (optional)



Uploading your logo grants us permission to use this for publication in relation to the UK Excellence Awards.

Please give a brief summary of your award submission

70 words

Uploading your summary grants us permission to use this for publication in relation to the UK Excellence Awards if you reach the finals.

We will be producing a UK Excellence Awards Brochure and the summary will be used here, for guidance you can view the last brochure [here](#). Please write the summary in the 3rd person and simple language, here is an example of a previous summary:

You will not have a chance to change this before the brochure is printed.

How did you hear about the UK Excellence Awards (optional)

▼

Newsletter

BQF Member

Previous Entrant

Boost

Podcasts

Google

LinkedIn

Other

Section 1: Why you did it

200 words

Here we are looking for:

- The business context for the adopted customer experience approach and how well it aligns with the organisation’s overall strategy and vision.
- Why you spent time and effort in adopting a customer-centric approach and the expected benefit that this investment would bring.

Section 2: How you did it

600 words

Here we are looking for:

- What approaches you used to communicate with, listen to, and share feedback from your customers.
- How you aligned your team around delivering great customer experience, including developing the skills to collaborate across internal and external supply chains.
- How you reviewed and understood the impact of your core processes and systems on the end-to-end customer experience.
- How you prioritised and delivered improvements by understanding what matters to your customers and assessing performance.
- How you have made the organisation and it's products and services more accessible to your customers.

Section 3: What you achieved

400 words

Here we are looking for data and testimonials to show:

- The extent to which you delivered improvements in your baseline metrics (Quality, Cost and Delivery Metrics).
- The feedback from your employees, customers and other stakeholders.

Section 4: What you learnt

400 words

Here we are looking for:

- What you learned and what you would do differently in the future.
- How you reviewed, learnt from and adapted your approach in real time.
- How you shared the learning with the wider business and/ or external stakeholders.

Section 5: Cultural impact

400 words

Here we are looking for:

- The extent to which you have embedded a customer-centric culture into the organisation, and how you continue to embed the necessary skills, knowledge, and behaviours to support this.
- The extent to which a customer-centric approach has been built into the structure of the organisation, e.g. the strategy, operations, targets and objectives, supply chain, recruitment etc.
- The extent to which your leaders and managers at all levels are actively supporting and role modelling a customer-centric way of working.
- The extent to which there has been a positive shift in employee and customer satisfaction.

Please use this section to upload your one piece of supporting evidence.

When uploading your supporting evidence please remember:

1. A maximum of **one piece of supporting evidence** can be submitted with your entry.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.
3. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.
5. Any links added into supporting evidence will not be viewed by judges.
6. Think about quality rather than quantity, videos should be no more than 5 minutes and any presentations or PDFs should be a maximum of 6 pages.

Please give any further information we may need to access your attachment e.g. passwords. (optional)