

2027 Awards Criteria - UK Customer Satisfaction Awards

Best Customer Experience

This award is open to any organisation that has developed and implemented a customer experience strategy which has improved business performance. Key indicators that judges consider will be the extent to which the strategy has been coherently and effectively rolled out; how the customer experience is measured across all aspects of the customer relationship; what effect the customer experience strategy has had on customers and the impact it has had on business performance overall.

Best Customer Service Partnership

This award is open to any organisation that has successfully partnered with its customers or other organisations to research, analyse and bring to market a new product or service to provide a customer solution and/or deliver exceptional customer service. Entrants need to supply information relating to the strategic intent of any co-creation/collaboration/strategic partnership, the drivers behind the relationship and the expected and actual outcomes.

Customer Focus Award - Large Enterprise

This award is open to any organisation that employs over 250 people and has placed the customer at the centre of its operations and strategies. Entrants need to display a well communicated customer strategy and evidence of employee engagement in executing the strategy. Evidence is required of the extent to which customers shapes the business and how this has improved overall results.

Best Customer Feedback Strategy

This award is open to any organisation that has a customer feedback strategy that has led to an improvement in customer satisfaction and performance. Some of the key indicators that judges are looking for include how easy organisations make it for customers to provide them with feedback and how they close the feedback loop.

Customer Commitment Award

This award is open to any organisation that has differentiated itself through a well-communicated customer commitment strategy operating in either the business-to-business or business-to-consumer environment. Judges will look for evidence of the execution of a customer-oriented culture showing a consistent commitment to customer service excellence.

Customer Service Strategic Leadership Award

This award is open to any Chairman, CEO, Board Director or senior individual who has demonstrated exceptional leadership and vision in the field of customer strategy, serving as an inspiration to others. Judges will look for evidence of vision, leadership, communication and successful outcomes from the deployment of developed strategies. Entrants for this category can be nominated by their peers or colleagues.

Best Customer Satisfaction Strategy

This award is open to any organisation that has developed a strategy that has measurably improved its customer satisfaction rating. Entrants are required to show a clear strategic plan designed to leave a legacy, after implementation, of a new relationship between the organisation and its customers.

Best Service-Driven Innovation

This award is open to any organisation that has instigated a new and customer-driven innovative way of improving customer service. Innovation can be a product, service, software or process which enhances the overall customer experience and that has demonstrable business benefits. Entrants need to present new and fresh ideas with the intention of improving customer service and a measurement system to support any improvements.

Best Use of Customer Insight

This award is open to any organisation that has successfully used customer insight in an innovative way to gain competitive advantage. Entrants are required to submit information relating to the strategy which drove the customer insight as well as the expected outcomes and the actual results of this use of customer insight.

Best Application of Technology

This award is open to any organisation that has successfully deployed technology as part of an overall strategy to improve its customer service and satisfaction offering. Technology can be new, existing or applied in an innovative way to give competitive advantage. Judges will seek evidence that the technology has provided a specific solution and will consider how the integration of the technology is measured as successful.

Best Employee Engagement Strategy

This award is open to any organisation that has an employee engagement strategy that has led to an improvement in performance and customer satisfaction. Key indicators that judges look for are improved staff retention, reduced sick leave and the purpose behind the implementation of the strategy. Entrants are required to display a cohesive engagement strategy, a comprehensive communication policy and a positive relationship between management and staff.

Service Professional of the Year

This award is open to any individual who has undertaken professional qualifications and training and/or has had a changemaking impact on the customer service offering, making a significant improvement for customers and/or the organisation. Entrants should provide evidence of qualifications, training, positive customer impact, communication and leadership. Entrants cannot self-nominate but can be nominated by colleagues, managers or the leadership team.

Customer Focus Award – SME

This award is open to any organisation which employs under 250 people, that has placed the customer at the centre of its operations and strategies. Entrants need to display a well-communicated customer strategy and show evidence of employee engagement in executing the strategy. Evidence is required of the extent to which the customer shapes the business and how this has improved overall results.

Best for Customer Trust

This award is open to any organisation that prides itself on the excellence of its customer service, and that can indicate it enjoys 'trusted status' by its customers. Entrants need to present an overview of how trusted service is identified and how it is delivered & protected within the organisation. Evidence of statistical support from customer satisfaction surveys and/or customer endorsements is also required.

Sustainable Customer Service Award

This award is open to any organisation that has introduced a sustainability/green initiative which has had a demonstrable impact on customer experience. The sustainability strategy should show evidence of positive outcomes for the business, the customer and the environment. Sustainability can encompass environmental impact, corporate governance, fair treatment of employees, suppliers and customers, as well as proactive engagement with local or global communities.

Best Return on Customer Service Investment

This award is open to any organisation that has made an investment to improve customer outcomes which have proven beneficial to the business/organisation. The examples of the investment may include, but are not limited to, improving processes, reducing costs, providing better training, employing more staff. Judges will look for evidence of measurable return on investment applied specifically to the activity which the investment enabled. Judges will also recognise secondary benefits (other than financial) where these are clearly indicated to be in direct relation to the investment.

Best B2B Service Strategy

This Award is open to any organisation that operates in a Business-to-Business environment that has implemented an effective B2B service strategy to enhance its customer offering. Candidates will need to display a well communicated B2B service strategy and demonstrate how the strategy was rolled out. Evidence will be required of the extent to which the B2B service strategy benefits the organisation and its customers.

Best Customer Outcome through AI & Automation

This award is open to any organisation that has successfully deployed AI & Automation as part of an overall strategy to improve its customer service and to improve business performance. The AI & Automation implementation can be deployed in any part of the organisation but should have a direct positive impact on customer outcomes. Judges will look for evidence of how success is measured, how data is protected, transparency and retention of human interaction in addition to the AI & Automation implementation and results.