

## 2021 Awards Criteria - UK Customer Satisfaction Awards

### **Best Application of Technology Award**

Criteria:

This Award is open to any organisation that has successfully applied 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 looked for evidence that the technology has provided a specific solution and how the integration of the technology is measured as successful.

### **Best Customer Experience Award**

Criteria:

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 will consider is 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 Satisfaction Strategy Award**

Criteria:

This Award is open to any organisation that has developed a strategy that has measurably improved its customer satisfaction rating. Entrants were 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 Customer Service Co-Creation/Collaboration Award**

Criteria:

This Award is open to any organisation that has successfully engaged with a sector of its customer-base to research, analyse and bring to market a co-created product or service or has collaborated with another organisation to deliver exceptional customer service. Entrants needed to supply information relating to the strategic intent of the co-creation / collaboration, the drivers behind the decision and the expected and actual outcomes.

### **Best Use of Customer Insight Award**

Criteria:

This Award is open to any organisation that has successfully used customer insight in an innovative way to gain competitive advantage. Entrants were 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.

### **Changemaker Award**

Criteria:

This award is open to any individual who has had a demonstrable impact on the customer service offering of an organisation over a minimum of three years. She or he should be accredited by the organisation with exceptional results reflected in their career path, have clear vision in the field of customer strategy and serve as a role model to others.

### **Customer Commitment Award**

Criteria:

This Award is open to any organisation that has differentiated itself through a well-communicated customer commitment strategy. Judges looked for evidence of the execution of a customer-oriented culture showing a consistent commitment to customer service excellence.

### **Customer Feedback Strategy Award**

Criteria:

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 were looking for included how easy organisations make it for customers to provide them with feedback and how they close the feedback loop.

### **Customer Focus Award - Large Enterprise**

Criteria:

This Award is open to any organisation with a turnover in excess of £10m that has placed the customer at the centre of its operations and strategies. Candidates needed to display a well communicated customer strategy and evidence of employee engagement in executing the strategy. Evidence was required of the extent to which the customer shapes the business and how this has improved overall results.

### **Customer Focus Award – SME**

Criteria:

This award is open to any organisation with a turnover below £10m that has placed the customer at the centre of its operations and strategies. Candidates will need to display a well communicated customer strategy and evidence of employee engagement in executing the strategy. Evidence will be required of the extent to which the customer shapes the business and how this has improved overall results.

### **Customer Satisfaction Innovation Award**

Criteria:

This Award is open to any organisation that has instigated a new and innovative way of improving its customer satisfaction ratings. Innovation can be a product, service, software or process which enhances the overall customer experience and that has definite business benefits. Entrants needed to present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

### **Customer Service Strategic Leadership Award**

Criteria:

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

### **Employee Engagement Strategy Award**

Criteria:

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 looked for were improved staff retention, reduced sick leave and the purpose behind the implementation of the strategy. Entrants were required to display a cohesive engagement strategy, a comprehensive communication policy and a positive relationship between management and staff.

### **Quality Service Provider Award**

Criteria:

This Award is open to any organisation that prides itself on the excellence of its customer service. Candidates needed to present an overview of how quality service is identified and how it is delivered within the organisation. Evidence of statistical support from customer satisfaction surveys and/or customer endorsements was required.

### **Sustainable Customer Service Award**

Criteria:

This award is open to any organisation that has introduced a sustainability/green agenda into its business 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 and proactive engagement with local or global communities. Judges will require evidence of successful outcomes for customers, a coherent internal and external communication strategy, with clear evidence of positive outcomes from the introduction of the strategy.

### **The Leadership Factor Best Return on Customer Service Investment Award**

Criteria:

This award is open to any organisation that has made an investment in customer service and which has realised a quantifiable return on investment. Investment could be in process re-design, strategy, training, human resource, hardware or software. Judges looked for evidence of measurable return applied specifically to the activity which the investment enabled. Judges also recognised secondary benefits (other than financial) where these were a direct outcome from the investment.

### **UK Customer Satisfaction Index (UKCSI) Award: Most improved**

Criteria:

This award recognises the organisation that achieved the highest increases in their satisfaction score between the most recent UKCSI results.

### **UK Customer Satisfaction Index (UKCSI) Award: Best in the UK**

Criteria:

This award recognises the highest scoring organisation across all sectors in the recent UKCSI results.