

2025 Awards Criteria - UK Customer Satisfaction Awards

Best Customer Experience Award

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.

Customer Feedback Strategy Award

This award is open to any organisation that has a customer feedback strategy that has led to an improvement in customer satisfaction and performance. Key indicators are how easy the organisation makes it for customers to provide the feedback, and how the organisation closes the feedback loop. Entrants need to demonstrate a clear commitment to feedback and customer engagement, to help improve the service offering.

Customer Satisfaction Innovation Award

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 will need to present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

Best Use of Customer Insight Award

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 strategy which drove the customer insight, as well as the expected outcomes and the actual results of this use of customer insight. Judges will look for a consistent approach to data collection together with evidence of new data analysis methods, where appropriate. Evidence will also be sought as to the decision-making process which led to the customer insight being used as described in the submission.

Best Customer Satisfaction Strategy Award

This Award is open to any that has developed a strategy that has measurably improved its customer satisfaction rating. Entrants should have a clear strategic plan designed to leave a legacy, after implementation, of a new relationship between the organisation and its customers. The judges will look for evidence of improvement and an insight into the decision-making process which led to the strategy being developed.

Best Application of Technology Award

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 of the solution that the technology has provided and how the integration of the technology is measured as successful.

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. 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.

Employee Engagement Strategy Award

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

Customer Service Strategic Leadership Award

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 will require 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 Service Partnership Award

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 requirement and/or deliver exceptional customer service. Entrants will need to supply information relating to the strategic intent of the co-creation/collaboration, the drivers behind the decision and the expected and actual outcomes. Judges will look for a consistent communication strategy, a strategic market launch and evidence of a competitive advantage or customer solution.

Customer Service Changemaker Award

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. The individual 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. Judges will require evidence of vision, career enhancement, communication, and successful outcomes from strategic input. Entrants can be nominated by their peers, colleagues, or managers.

Customer Commitment Award B2B

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

Customer Commitment Award B2C

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

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. 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 Service Professional Award

This award is open to any individual who has undertaken professional qualifications and training to enhance their skills in customer service, and who has gone on to excel in their role to make a significant difference for customers and/or the organisation. Judges will require evidence of qualifications, training, career enhancement, communication, and leadership in customer service. Entrants can be nominated by their peers, colleagues, or managers.

Trusted Quality Provider Award

This award is open to any organisation that prides itself on the excellence of its customer service and can indicate it enjoys 'trusted status' by its customers due to the quality of the service it provides. Candidates will need to present an overview of how quality service is identified and how it is delivered within the organisation. The judges will seek the evidence of statistical support from customer satisfaction surveys and/or customer endorsements.

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. 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.

Customer Service Return on Investment Award

This award is open to any organisation that has made an investment to improve customer outcomes which has turned beneficial to the business/organisation. The examples of the investment may include 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.