**Written Self-Assessment Form**

This award is designed to recognise the best applications (be that systems software or applications software) on the market and is open to applicants from across the next generation communications landscape. Entrants can include APIs, billing platforms, portals, WebRTC solutions, CRM tools and more. The winning entrant will demonstrate how their innovative application has made an impact within the sector, in terms of customer functionality and quality of service with strong take-up and usage.

The written self-assessments need to demonstrate superiority across four dimensions:

* Product performance and take up
* Technology / innovation
* Customer satisfaction & service
* A relevant case study

**Please fill out this written self-assessment form (keep the document size to no more than four pages of A4 - minimum size font: Arial 10) and send to** [**team@commscouncil.uk**](mailto:team@commscouncil.uk) **by end of play on 24th May 2024.**

**Entrants are also welcome to send a short video (2 mins max) to showcase the product and outline the reasons (that have been documented in the written entry) as to why it should be considered as best in class.**

**Additional supporting documents can be supplied via email, including relevant data or evidence that shows customer take up.**

**Please state the name of your company and the application you are entering**

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**Product performance and take up (35%)**

a. Operating performance: Describe the application and the service it provides to your customers. How effective has the application been in terms of quality, functionality and reliability? Can you provide any performance information around the product?

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b. Growth - how much has the application supported your business growth?. What has the customer take-up been? Do you have any metrics to support this (e.g number of sales)?

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**Technology / Innovation (20%)**

a. Is this a completely new product to the market? If so, what are the new features that make it stand apart? If not, have any new additional features been introduced?

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b. Quality of the technology - outline how the application’s technology is underpinning good performance and functionality for the customer.

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**Customer Satisfaction & Service (25%)**

1. What has been the customer reaction to this application? Do you have any metrics/results around customer satisfaction levels??

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1. Outline the customer support offering to assist in the application set up as well as to resolve any problems with the service. Do you have any metrics/results around customer service levels??

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**Case Study (20%)**

Please provide a comprehensive example or evidence of how the application service has been deployed successfully over the past 12 months. As indicated, additional information in the form of a video, testimonial or other supporting documentation can also be added.

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