**Written Self-Assessment Form**

This award recognises the company considered to have the best quality end-user call equipment to aid a customer’s experience. This could be desk phones, video and conference phones, headsets or additional accessories. It will demonstrate technology that has excellent reliability and user-friendliness, which has had a good take up within the market. Innovative new features that have made an impact with customers will be noted**.**

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

* Device 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** **by end of play on 16th May 2025.**

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

**Additional supporting documents can be supplied via email, including testimonials, relevant data or evidence that shows customer take up. Please limit these to 2 additional pieces of evidence.**

**State the name of your company and the device you are entering**

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**Device performance & take-up (35%)**

a. Operating performance: Describe the device and the service it provides to your customers. How effective has the device 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 device supported your business growth?. What has the customer take-up been with the device? Do you have any metrics to support this (e.g units of products sold)?

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**Technology / Innovation (20%)**

a. Is this a completely new device 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 device’s technology is underpinning good performance and providing a user friendly experience for the end user.

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

a/ What has been the customer reaction to the device? Do you have any metrics/results around customer satisfaction levels?

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b/ Outline the customer support offering to help aid the set up of the device and 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 your device 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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