**Written Self-Assessment Form**

This category is focussed on communications providers with a turnover **of up to** £10.2 million (in line with Companies House auditing requirements). The winner of this category is the stand out communications provider in its class over the past 12 months, demonstrating impressive business performance, innovation and customer service. Applicants should provide a rich entry into how the company has performed/grown in the past year including an exemplary case study.

The written self-assessments need to demonstrate superiority across 4 dimensions:

* Business performance
* Innovation & service improvements
* 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 24th May 2024.**

**Entrants are also welcome to send a short video (2 mins max) to showcase your company and outline the reasons (that have been documented in the written entry) as to why you should be considered as the best provider amongst the SME peer group.**

**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 your company’s name**

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**Business performance (40%)**

1. Service Performance - describe your core service(s) that you provide to your customers and how you deliver it effectively and resiliently.

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1. Revenue / Profit Growth - how much has your business grown its revenue and / or its profit over the past 12 months. Outline (where possible) any relevant metrics of growth (revenue/ customer growth/lines/seats/minutes growth etc) along with other major milestones for the business that showcases a positive direction of travel.

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**Innovation & Service Improvements (20%)**

* 1. How has your service innovated in the past twelve months? Are there any completely new services to your portfolio or new additions that have improved existing services? How does this provide better functionality and improve the customer experience?

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* 1. How strong is the customer adoption of the innovation(s) or new changes? Has this had a positive impact on sales?

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

1. How do you measure customer satisfaction? What metrics/results have been attained?

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1. b. Outline your customer support service and the ways/options in which customers can resolve problems smoothly

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**Case Study (15%)**

Please provide a comprehensive example or evidence of how your 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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