**Written Self-Assessment Form**

This award recognises the company that has produced the most compelling service for the enterprise customer. The entry must demonstrate impressive business service, innovation and customer service as well as detailing an exemplary case study. This company should provide a good selection of business features and benefits and be able to demonstrate how they add value to the customer. If it is a new service it should show customer take up, if its an older service it should demonstrate both year on year customer growth and retention..

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

* service performance
* customer service; and will be judged according to the following criteria
* 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.**

**We encourage all entrants to send a short video (around 2 minutes long) to tell us why you should win this category.**

**Additional supporting documents can be supplied via email. This could be in the form of a video, testimonial or other specific figures or graphs. Please limit these to 2 additional pieces of evidence.**

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

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**Solution performance (30%)**

a/ Revenue / Profit Growth - how much has your business grown its revenue and / or its profit, relative to the category of the award?

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b/ Customer / Product Volume Growth - how much has your business grown its customer base and / or units of product sold (e.g. minutes, lines, etc.), relative to the category of the award?

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c/ Service Performance Section - describe your service and how you deliver it appropriately and resiliently

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d/ Confirm that you adhere to Comms Council UK Best Practice guidelines (delete as appropriate)

YES NO

**Customer Service (20%)**

a/ How do you measure customer satisfaction?

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b/ Metrics / Results - what customer service results have been attained?

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c/ Outline the various ways in which customers can resolve problems with your service

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**Case Study (50%)**

Please provide a comprehensive example or evidence of how your service has been deployed successfully over the past 12 months. This can take the form of a video, testimonial or other supporting documentation**.**

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