**Written Self-Assessment Form**

Innovation in communications continues apace with the introduction of new products, services and technology. This award goes to the company who has provided the most dynamic and user-friendly service or product to the market. This innovation has either helped drive productivity/efficiencies, improved collaboration as well as drive up quality of service. As well as a case study, clear service/product take up must be outlined.

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

* Innovation
* Business performance
* 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 your company and outline the reasons (that have been documented in the written entry) as to why your product or service should be considered the most innovative in class.**

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

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

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**Innovation (50%)**

a. Describe the service/product that you wish to showcase. What was the purpose / intent behind the innovation?.Are there any particular problems it is trying to address?

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b. Why is the service/product different and what has been done to really push the innovative boundaries?

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c. Outline the positive impact, which this service/product is having on its customer base and/or delivering on its principle objective. What developments do you expect it to provide in the future?

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**Business performance (20%)**

How much has this innovative new service/product contributed to business growth over the past twelve months? Outline (where possible) any metrics of growth or business service improvement (revenue growth, percentage take-up of the service/product, increase in customers, resolving a key service issue etc). If the product has come to market only recently, please still outline any worthy developments of note.

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**Case Study (30%)**

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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