**Written Self-Assessment Form**

This award recognises the company that has produced the most well-rounded service for the small business customer. The winning entrant will combine value for money and features, as well as good customer service and support for the end user. 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 4 dimensions:

* Business & solution 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**](mailto: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 you should be considered as the best SOHO service 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**

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**Business & Solution performance (30%)**

1. Service Performance - describe your core SOHO 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 SOHO service(s) helped grow your business over the past twelve months?.Outline (where possible) any metrics of growth (revenue/profit, percentage growth in the SOHO service, increase in customers/lines/seats/minutes 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 SOHO 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. Outline your customer support service and the ways/options in which customers can resolve problems smoothly

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**Case Study (25%)**

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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