



2019 **uk**  
**customer**  
**service**  
excellence awards

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We are pleased to announce that the UK Customer Service Excellence Awards will be returning for its second year. This unique event focuses on purely customer service in the insurance and broker markets, benchmarking success, innovation and positive business change for the customer. The judging panel is made up of some of the UK's leading customer service experts who demand very high expectations – meaning this is a very prestigious accolade to win.

When choosing insurance, customers now have more options than ever before, and they want firm assurance that the company they choose puts the customer first and at the heart of their product offering. The Customer Service Excellence Awards offers you the opportunity to achieve a seal of approval and make your company the preferred customer choice. This accreditation rewards your hard work and ongoing attention to detail, proudly positioning your company as a leader within the market and gives you the opportunity to tell the world you are the best! The award categories have been designed to allow you to showcase all areas of customer service, whether that's your call centre, your claims staff, your charitable work, how you go the extra mile in all aspects of customer service as well as many more customer-centric categories, there is something for everyone!



## Nominations open now!

[www.customerserviceexcellenceawards.co.uk](http://www.customerserviceexcellenceawards.co.uk)

To enter your company in to the prestigious  
**Customer Service Excellence Awards**  
make a note of the following dates:

### December 2018

Choose the category you wish to enter.

### Fri 8th February

Be in it to win it! Submit your entry by Friday 8th February.

### Mon 18th February

Let the judging commence!

### Thurs 7th March

The shortlist is announced.

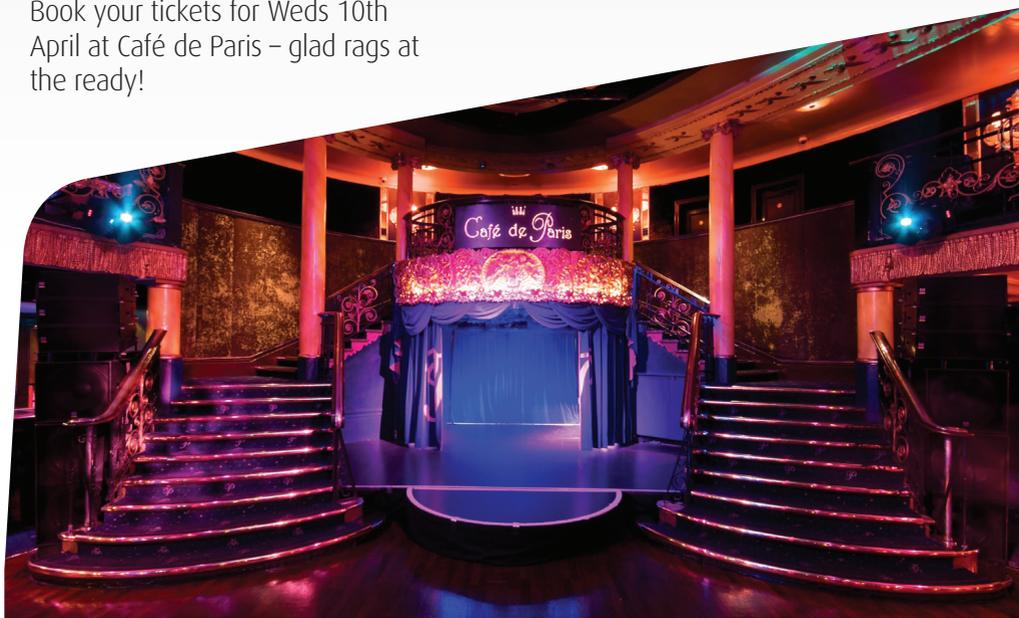
### Weds 10th April

Book your tickets for Weds 10th April at Café de Paris – glad rags at the ready!

**Thurs 11th April onwards**  
Time to show off!



Fight Against Fraud  
**WINNER**



# Categories

## The UK Customer Service Excellence Awards

### Best Customer Engagement

- Demonstrate customer engagement through various platforms, including social media, apps and mobile devices to enhance the customer journey
- Demonstrate a successful brand strategy, examples including the use of analytics to identify target groups, connecting with customers through social media, employing traditional marketing mediums
- Must be able to demonstrate continued customer engagement rather than isolated instances
- Examples of an integrated campaign to improve market reach, assessed by empirical evidence as well as creativity

### Best Customer Retention and Loyalty

- Assessed on evidence of customer care initiatives that positively influence the customer journey and encourage retention and repeat business
- While customer loyalty must be evidenced, it is not necessary this comes from a specific customer loyalty programme
- Judges will look for new and innovative methods or channels of customer retention, with evidence on how such developments have improved retention

### Best Use of Customer Feedback

- Utilisation of customer feedback to improve service offering for customers
- Demonstrate staff engagement with customer feedback procedures
- Evidence of effect of successful utilisation of customer feedback on customer retention

### Investment in Company Culture

- Demonstrate engagement with staff at all levels within the company and the impact of this on efficiency and customer service – how does this transpire itself through your contact centre and reach your customers
- Creating a positive company culture that encourages progress and development through training opportunities
- Exceptional motivation of staff through inclusion, progression and equal opportunity initiatives
- Demonstrate a top-down approach to exceptional customer service, with examples of role model behaviour in leadership positions that embeds itself throughout the business

## Best Use of Customer Service Technology

- Demonstrate an improved customer journey through the use of technology
- Examples include engagement through social media, alternative media platforms, and interaction through mobile technology
- Can include integration of back-end systems that may not directly interact with customers, but nonetheless improve the customer experience/journey
- Evidence that implementation of new technology has improved efficiency, quality or accuracy of service

## Best Customer Service Product for BUSINESS

- A product that has positively impacted an area of company culture or increased efficiency
- Innovation through new methods of service delivery
- Evidence of successful integration of product into existing processes and systems
- Successfully identified and addressed a market gap or customer need
- How the product is measured and how those results are utilised
- Successfully identified and addressed a market gap or customer need

## Best Customer Service Product for CUSTOMER

- Product emphasises customer care, and improves systems previously in place
- Demonstrate success of product performance in regards to the customer journey
- Simplifies or improves customer interactions
- Ease of access/use to the customer
- Contributes to consistency of customer care

## Outstanding Customer Journey

- Exceptional customer care throughout the entire customer journey, from enquiry through to conclusion of business
- Improved customer service through development of supply chains and partnerships
- Customer-centric mindset evidenced across the business with a clear strategic vision
- Demonstrate added-value for customers across available products and services
- How businesses have responded to changing customer needs and expectations

## Above and Beyond

- Can include examples of isolated major or extraordinary issue resolution
- Demonstrate examples when customer expectations have been exceeded
- Innovation and outside the box thinking in addressing customer needs or issues
- Provide an innovative contribution towards the transformation of their sector with a long lasting effect
- Judges will look for exceptional examples of going the extra mile for the customer
- Has the individual/team/business made an impact beyond their immediate team/business department

## Fight Against Fraud

- Demonstrate an effective and innovative approach to combatting issues of fraud
- Evidence a significant positive influence on the industry fraud challenge
- Effective deployment of technology or methodology that successfully combats issues of fraud

## Best New Business Initiative

- Demonstrate how a new business or business initiative has had a significant impact on the customer
- Identification of a market gap or customer need that the business initiative has successfully addressed
- Examples may include integration of new technologies to improve the customer journey, use of new platforms to facilitate customer interactions, or innovative new products available to customers

## Giving it Back to Charity

- A business or campaign that can evidence significant success in fundraising endeavours
- Demonstrate an innovative approach to fundraising to great success
- Encouragement of teamwork and staff engagement to drive fundraising efforts
- Demonstrate influence of fundraising on supported charities or the community

# HOW TO ENTER

- Nominations can be made by sending a covering statement followed by your main submission of 300-1000 words to [ellie.campbell@charltongrant.co.uk](mailto:ellie.campbell@charltongrant.co.uk)
- Your covering statement needs to be no more than 150 words and include the following -
  - Award Category
  - Size of Firm
  - Company Name
  - Contact Name & Telephone Number
  - Why you/company are a worthy winner
- Your main nomination must consist of between 300 and 1,000 words. Please ensure you have read the award criteria for your chosen category as judges will be marking submissions based on this
- Companies can enter a maximum of four categories
- Please submit your nomination in a word.doc format
- All nominations will be treated as confidential at all times
- The awards are completely free to enter!
- The judging panel may decide that there are insufficient entries which meet the minimum expectations/criteria within a category. A category may be withdrawn under such circumstances.
- The judge's decision is absolute and final in all cases.
- Nominations must be submitted no later than **Friday 8th February 2019**
- Shortlisted companies will be contacted **Thursday 7th March 2019** and will be offered a priority ticket allocation.



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All event enquiries

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