

Excellence in Customer Experience

Everybody is a customer of workplace and facilities management, either internal or external, and this category recognises excellence in serving those customers and clients. Customer experience is the culmination of many customer touch points throughout a journey or interaction.

Whilst customer service might focus on the direct transactional, physical and virtual interaction with customers, *customer experience* considers the entire lifecycle of a customer and all factors that could impact their awareness, understanding, attraction, purchase, service and advocacy of a brand, product, or service. Organisations who proactively design, manage, monitor, and adapt their customer journeys often see both financial and brand affinity rewards in increased customer retention and advocacy.

Effective customer experience management rarely resides with just one department because it requires a coordinated effort from across an organisation. Workplace and facilities management is a lynchpin in organisations and therefore a vital contributor to customer experience and can play a significant role in developing and using innovative tools, practices and measures to enhance it.

The IWFM Impact Awards 2024 recognise work and projects that were completed or operational over the last three years (since 1 January 2021).

Who should enter?

In-house and outsourced workplace and facilities management service providers who can clearly demonstrate an exceptional experience and best practice delivered to their customers. Please do not submit an entry in this category for projects that are planned or are in development, in the process of being implemented, launched or are aspirational.

Entrant details

Full name

Job title

Organisation

Entry name (Project/initiative/workspace name) as you would like the entry to be referred to in the Awards (and as it would appear on a trophy).

Organisations involved

To help IWFM identify conflicts of interest in the judging process please list all of the organisations involved in this project and/or initiative, including any relevant agencies, suppliers or partners.

Entry summary

Please provide a 150-word executive summary of your entry to ensure that the judges or a person with no prior knowledge can quickly understand it and which (should you be named as a finalist) will be used at the Awards ceremony. Please write the summary in 3rd person and do not include any private or sensitive information as this may be available publicly.

What the judges are looking for

- Tangible positive impact to customer experience brought about or significantly influenced by the workplace and facilities management function.
- Innovative scalable and impacting initiatives, approaches or products.
- Strategic alignment with your business and/or client's goals and objectives.
- Value led initiatives with a genuine RoI (true innovation is not always about those with the biggest budget).

How to create a winning submission

- This entry form is your opportunity to tell the judges why your team or project should be recognised and celebrated: be proud, be clear, show evidence, and sing your own praises!
Tip: Do consult the good practice guidance on the [IWFM website](#) for useful resources to help you focus on the key aspects of your entry.
- Judges are looking for clear, concise information, written in good English in each of the sections when assessing the entries.
- Read each question fully; the judges need to know you have understood the question and directly answered it. Incomplete questions will not attract a score.
- Please note, each section has a word limit specified next to the question. Stick to the word limit as any words beyond the limit will not be read.
- Documents, illustrations, photos and video can be used to make your entry come alive, these can be referenced and included in your supporting evidence document.
- Equity, diversity, inclusion, responsible business, and carbon reduction all underpin great workplaces and facilities, and every award entry should demonstrate these principles and their impact in the organisation and project, please be mindful that activity does not equal impact.

Entry questions

1. Provide clear evidence that demonstrates who the customer was and the rationale for change; the challenge that existed and the clarity of the business case to undertake the project, including the insight and understanding of the customer and their experience and how it needed to change. (400 words maximum)

2. Describe how equity, diversity and inclusion works in your organisation through your policies, procedures and operational practices and what contribution has this made to the success of your entry? (200 words maximum)

3. Explain the approach taken around the creation and implementation of the initiative and provide evidence that supports this approach. Explain any challenges that were experienced and overcome in implementing the project and what lessons were learned. (400 words maximum)

4. Evidence how your initiative supported your corporate/organisational strategy, including the social impact. How did the cost of implementation of your initiative deliver a positive return to the financial performance of your organisation? What was the overall return in investment from the initiative. (400 words maximum)

5. Demonstrate by evidencing the difference made to the overall customer experience with performance measures, customer experience metrics and evidence of positive change and the overall impact on the organisation and any other stakeholders . (400 words maximum)

6. Provide evidence of the strengths of your submission that could be applied universally within the workplace and facilities sector. Explain how your initiative demonstrates excellence and would benefit workplace and facilities. (300 words maximum)