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**The UK Customer Experience Awards**

Are you wondering what impact entering an awards programme has on your business?

Well as those companies and organisations who regularly enter awards will tell you, you don't even have to win an award to reap the benefits.

The whole entry process...bringing the team together, sitting down to discuss what they have achieved together over the past 18 months, deciding which projects or initiatives to recognise through the awards...really pulls everyone together and gives the whole team a sense of belonging and achievement.

Answers to questions such as: 'How can we take this forward?' 'How can we define the contribution and strengths of each team member?' 'Are we giving everyone the opportunity to shine? 'Have we exceeded our objectives and positively impacted our relationship with our customers?' are often answered when preparing to enter an award.

Questions that we might otherwise be too busy to ask.

Companies often spend thousands of pounds on team building exercises, motivational trips and conferences, and overlook the power of national recognition for what their people have already achieved.

That warm, fuzzy feeling that teams get when they know they have been put forward for an award just can't be beaten.

If your company believes in its services and products... your employees feel a sense of passion for what they do...then your customers will too.

Win the award and your customers feel that they are also now part of a winning formula and will be proud to be associated with your work.

Word of mouth advertising is one of the most underrated marketing tools, and with social networking, e-media and global communications available at the touch of a button, there really is no better time to get involved in the UK Customer Experience Awards.

These prestigious Awards showcase the current and upcoming customer experience trends delivering excellence in each market sector.

As Steve Jobs told us 'There is no point giving customers what they want; you have to give them want they’re going to want'.

Henry Ford put it another way: “If I’d have asked my customers what they wanted, they would have told me ‘a faster horse’.

The UK Customer Experience Awards help your company to set future trends, as well as be a part of them. It's not the size of the company that determines the customer experience but the attitude and commitment of all employees from the boardroom to the frontline.

“Winning the award for Overall Best UK Customer Experience is a testament to the efforts and commitment of the whole team. Over the last year, we have focused on creating the right culture and employee practice to give an excellent customer experience.  The award reflects Lebara’s effort and dedication to providing great service to our customers and we are delighted to have won.”

*Rodney Sherrif, Head of Customer Services, Lebara Ltd after winning the 2011 award.*

*Peter Sinden, Sales and Customer Service Director for LV= General Insurance Business, said:*

“We strive to be the best-loved car insurer in the UK and it is great that our efforts are being recognised in this way. The teams work extremely hard to ensure that we offer a first class service to all our customers and I am delighted that their efforts have been acknowledged by the industry with this award.”

We are delighted that both companies have entered the Awards again this year, alongside big names such as Asda, Virgin Media and Nationwide Building Society, and smaller but no less effective outfits such as SJD Accountancy and Fasttrac Solicitors Ltd.

If your company is dedicated to providing an excellent Customer Experience, then what better way to reward your hard working team than by showcasing their work in an entry or two for these prestigious national Awards.

The deadline for entry submission is 31st May and we urge you to enter now, to give yourselves plenty of time to prepare the best possible entry submission. [Enter now!](http://www.uk-ce-awards.co.uk/nominate-now/)

If you would also like to judge the Awards and share your expertise, there are still a small number of spaces available.

Please visit <http://www.uk-ce-awards.co.uk/become-a-judge/> for details on how to become a judge.

More detailed information about the UK Customer Experience Awards 2012 can be found at [www.uk-ce-awards.co.uk](http://www.uk-ce-awards.co.uk)

**Your Customer Experience is at the heart of your business.**

**Every business has a reason to enter the UK Customer Experience Awards.**

**What are you waiting for?**