2025

Australian Service Excellence Awards

Project Nomination Questionnaire

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| **2025 Australian Service Excellence Awards  Project Nomination Questionnaire** | | | | |
| Instructions  Thank you for entering the 2025 Australian Service Excellence Awards Program. We are delighted that you are choosing to recognise service excellence and commend you for submitting a nomination.   * Please complete all sections of this form. * Once completed this form must be submitted to CSIA through the online awards nomination portal which can be found at [www.csia.com.au/awards](http://www.csia.com.au/awards) * Please complete a separate form for each nomination. * This form is for project nominations only. Nominations for organisation and individual categories can be made using the other forms available on the awards website. | | | | |
| Judging Criteria  The five sections below should be used to explain the role of the project, and why you feel they should be considered for the relevant award category.  The questions that we ask are related to four core elements, and frame it as a simple problem to resolution structure. Where possible, please provide specific examples of how the organisation approach the issue in their approach: | | | | |
| The Challenge | The Approach | Implementation | The Results |
| What was the customer experience challenge or opportunity your organisation was facing? | What strategy or initiative did your organisation use to address this challenge? | How was the approach delivered? | What outcomes have been delivered as a result? |

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| Section 1: Nomination Information  Please provide the following information: | |
| Project name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Organisation name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Nomination category (please tick):   * Customer Feedback Implementation of the Year * Digital Customer Experience of the Year * Customer Experience Transformation of the Year * Customer Loyalty Program of the Year * Customer-Centric Culture of the Year * Innovative Customer Transformation of the Year * Corporate Social Responsibility Programme of the Year | Nominator name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Nominator job title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Nominator email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Nominator phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| Section 2: Nomination Overview  Please provide an explanation of the project and why you believe that it (and the team that delivered it) should be considered for the award (approximately 250 words). |
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| Section 3: The Challenge  Describe the customer service challenges or opportunities your organisation faced, including an explanation of how this impacted the organisation as a whole. This could include operational performance and process issues, broader market challenges, or revenue and budget considerations (approximately 250 words). |
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| Section 4: The Approach  What strategy or initiative did your organisation use to address this challenge? Explain the methodology, strategy, or initiative implemented to address these challenges or opportunities. (approximately 250 words). |
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| Section 5: Implementation  How was the approach delivered? Detail how the approach was executed, including timeline, resources allocated, stakeholder involvement, challenges uncovered along the way and how the organisation resolved them (approximately 250 words). |
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| Section 6: Results  What outcomes have been delivered as a result? *Explain the outcomes that have been delivered, including any measurable outcomes and evidence of success (e.g. NPS).* (approximately 250 words). |
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