



**UK**  
NUCLEAR  
MANUFACTURING  
**AWARDS**

**CUSTOMER FOCUS  
AWARD**

Guidance and Application Form



NUCLEAR **AMRC**

## Guidance for applicants

Thank you for your interest in the UK Nuclear Manufacturing Award for customer focus. Please read the information below about the award, including guidance for completing the application form. **Closing date for applications is 4pm, Wednesday 11 September 2024.**

### THE AWARD

The Customer Focus Award will recognise a company which has gone above and beyond expectations to serve their customers and make a difference.

The award is aimed at companies of any size which can demonstrate exceptional customer service throughout the whole customer journey. The success must be measurable, with a demonstrable positive impact to the overall customer experience or profitability of the company.

You will need to demonstrate how you have attracted, retained and influenced customers to increase loyalty and satisfaction.

We will look for demonstrable benefits which you have experienced as a result of your customer focus programme. These could be improvements in financial or safety-related metrics, increased nuclear orders, environmental improvements, socioeconomic impact or benefits to the wider nuclear industry.

We will also look for positive changes which will enable further benefits, such as improvements to factory layout or management processes.

Relevant initiatives could include:

- Putting the customer at the centre of your strategy to achieve wins for employees, customers, and the business.
- Fostering a company culture dedicated to enhancing customer satisfaction and building strong customer relationships.
- Growing revenue, profitability, customer retention and employee engagement.
- Demonstrating the values of accountability, optimism, authenticity, respect, trust, and communication, in order to earn the loyalty of your customers.
- Encouraging a mindset of co-creation and collaboration.

### WHAT ARE THE JUDGES LOOKING FOR?

- Support from senior management, or progress reporting to senior executives.
- A strategic approach to customer service.
- Qualitative and quantitative measurements to track progress and demonstrate impact.
- Links to staff learning and development.
- Evidence that your customer focus has had a positive impact on your business, such as improving company culture.
- Positive impacts on communities and employees.

Please note, the judges reserve the right to also consider this nomination for Large Employer of the Year Award or SME Employer of the Year Award, if they determine this nomination as suitably qualified for those categories as well.

Please send your application form to:

[awards@nuclearmanufacturingsummit.co.uk](mailto:awards@nuclearmanufacturingsummit.co.uk)

## Application form

### CUSTOMER FOCUS AWARD

Recognising an organisation which has gone above and beyond expectations to serve their customers and make a difference.

**Company name:**

**Applicant name:**

**Job title:**

**Email:**

**Tel:**

**Please provide a brief summary of your application (100 words max)**

Your full application should answer the following questions:

- What executive decisions and behaviours have put the customer at the heart of your day-to-day operations?
- How do your departments collaborate to ensure customer focus is aligned to your organisation's mission, vision and values?
- What is the lasting impact on your business?
- Have you had any major challenges, and how did you approach these?
- Can you provide key performance metrics and results showing better outcomes for customers, employees and the business?
- What do you consider to be your core achievements on this programme?
- What improvements have you made to your service or product offer?
- Can you demonstrate innovative plans to improve your business offer to customers?

**IMPORTANT:** Your application should be no more than 1000 words and be written in the box below. Additional material to support your application is welcome, but should be no more than three additional pages. This could include testimonials from customers or stakeholders.

You may also include a short video of up to two minutes. This could be you speaking to the camera, or a testimonial from a customer, supplier, or stakeholder. Footage could also include a tour of your facilities to showcase the changes you have made.

**The judges' decision is final.**



**Application** (1000 words max)

Application area (1000 words max)

Continue on next page



**UK**  
NUCLEAR  
MANUFACTURING  
**AWARDS**

**Application** (1000 words max)

Closing date for applications is 4pm, Wednesday 11 September 2024.

**CUSTOMER FOCUS AWARD**