



## PROFESSIONAL SERVICE MANAGEMENT AWARDS 2025

### CUSTOMER EXPERIENCE AWARD

Awarded to an organisation or service management team who have provided the highest level of service to a customer, either internal or external, going above and beyond expectations to provide a truly exceptional customer experience. This might have been achieved through a new project, service improvement plan, organisational design change or new technology, or a combination of these.

Self-nominations or nominations by peers or managers will be accepted, but should be supported by a customer endorsement.

#### How do I make a nomination?

- **By 15<sup>th</sup> June 2025**, [let us know here](#) that you are entering a PSMA25 award nomination. Please include your contact details, organisation, award category, and a brief description of the nomination (100 words max) outlining who you are nominating and why.
- **By 15<sup>th</sup> July 2025**, please provide the full written nomination to [awards@itsmf.co.uk](mailto:awards@itsmf.co.uk), covering the following points:
  - Briefly describe your business and the sector in which it operates.
  - What was the **issue that this solution set out to address**? Was the customer unhappy with failing processes, lack of communication, inadequate IT function etc, or was this initiative an opportunity to enhance an already successful service?
  - What were the **challenges that needed to be overcome** to support the customer and ensure that their needs were met? **What tools, practices and stakeholders** were involved in making it happen?
  - Detail the **steps taken** to reach your goal and the **successes and setbacks** along the way.
  - How did you **measure success** in providing an exceptional customer experience? Please include **customer testimonials** and endorsements.

Your entry should be a maximum of 2000 words in length. You are welcome to add images and digital content if they enhance your nomination. Think about including details of any underlying frameworks or baseline figures that support your entry – they will make it much easier for the judges to evaluate your achievements – and be sure to include headings and captions where appropriate. Make sure you answer each section in turn, and do not miss out on any of the key detail as outlined above. The nomination should tell a story and be supported by as much evidence as is available.



**Once you have completed your entry, please re-read the criteria above to make sure you have covered all the points listed.**

## **Interview and video**

From the written submission our judges will select their finalists, who will be notified by **31<sup>st</sup> August**.

Finalists will then be asked to make a short video which will be shared with ITSM25 attendees in the run-up to the event. The video should be a maximum of **3 minutes** in length, but otherwise you have a free rein. We just ask you to confirm that you are happy to share the content with other members at and after the Conference.

The video is not intended to cover everything in your written entry, but to provide a lively, concise overview of your nomination. Please submit the video by **30<sup>th</sup> September 2025** via one of the large file services (such as WeTransfer.com) and email [awards@itsmf.co.uk](mailto:awards@itsmf.co.uk) to let us know it has been sent.

Finalists may also be asked to attend an **interview with the judging panel** on Zoom or Teams at a mutually convenient time during September. This is an opportunity for the judges to ask any questions about the entry, and for nominees to make any additional points that were difficult to convey in writing at the time of submission.

Winners will be announced at the Awards Ceremony during ITSM25 on **10<sup>th</sup> November 2025**. Please let us know if you have any questions: [awards@itsmf.co.uk](mailto:awards@itsmf.co.uk)

## **Eligibility, judging and use of content**

All itSMF UK member organisations and ITSM professionals are eligible for this award.

Judging will be undertaken by a group of impartial and unbiased industry professionals nominated by itSMF UK. All activities will be overseen by the itSMF UK office. Judges are ineligible to take part in any capacity, as nominator or nominee, in the award category they are judging.

The winner of the award will receive an inscribed trophy and certificate for display, plus a digital logo that can be displayed online and in email signatures until 1st January 2028.

By entering for these awards, the proposer and nominees confirm that the written and video content provided is available for itSMF UK to share with members and non-members via its website and online services.