

# Award Assessment Criteria and Guidelines

## Business Excellence Awards 2027

### General guidelines for award assessment

- 1 All submissions must reflect achievements, initiatives, and measurable outcomes during the period from 1st October 2025 to 30th September 2026 only.
- 2 The list of supporting documents mentioned under each award category is indicative only. Nominees are encouraged to submit any other relevant documents that they believe strengthen their case and support evaluation.
- 3 For quantitative criteria, submissions must include numbers backed by high-quality evidence, which is verifiable through supporting documents
- 4 For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence

## 7. Excellence in Customer Centricity

### Guideline

- Demonstrated customer-first culture across the organisation
- Strong customer loyalty or rewards programme
- Effective use of customer feedback to improve products and services
- Personalised engagement and relationship-building initiatives
- Strong after-sales service and complaint-resolution processes
- Staff training focused on customer service and experience
- Use of customer data and insights to enhance experience

### Key Information

- Evidence of customer policies, service initiatives and customer satisfaction outcomes.
- Measurable improvement in repeat purchases and customer retention

### Eligibility Criteria

- Not specific.