

Best Support Service

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Customer Experience

Max 4270 Characters

How your support service delivers a successful and engaging customer experience.

Think about: How do you support customers before, during and after using your service?

- Communication, organisation and delivery
- Feedback, satisfaction or outcomes achieved

2



Service Development & Improvement

Max 4270 Characters

How your support service has evolved to meet changing customer needs, or how a new service was developed in response to demand.

- Adaptations, improvements or new developments
- Evidence of customer-led thinking

3



Innovation & Business Growth

Max 4270 Characters

How creative or innovative thinking has helped attract new or repeat business.

Think about: What approaches have helped your support service stand out?

- Innovative delivery, activities or marketing
- Customer engagement, retention or growth

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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