**Business Service Company of the year - SME SEA**

**Company Name:**

**Sector:**

**First Name:**

**Last Name:**

**Email Address:**

**Company Website:**

**Years in Operation:**

**Evidence to meet the criteria for Award Entry**

**Please share how your performance meets the criteria and sets you apart from your competitors in each of these areas:**

1. **Evidence of Criteria 1: Clear objective setting, strategy & plan formation, with matching rigour in implementation and SME SLA measurement. Your response should include what the objective(s) was, how this was implemented, and what the results were.** **(Max 20,000 characters)**
2. **Evidence of Criteria 2: Problem solving- Creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was. (Max 20,000 characters)**
3. **Evidence of Criteria 3: Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice or using products/services. We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, etc. (Max 20,000 characters)**
4. **Evidence of Criteria 4: Rate of Growth- Key performance measures, particularly turnover and profit for last three years. (Max 20,000 characters)**
5. **Evidence of Criteria 5: Value proposition- Evidence of how the business adds real value to its customers. (Max 20,000 characters)**