1. **ENTRY TITLE:**

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1. **BRAND:**

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1. **ENTRY ID** (you will get this from the online entry system)

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1. **PROVIDE A BRIEF OVERVIEW OF THE ENTRY**

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1. **TIMELINE**

When was this programme implemented, and what is the planned timeframe, including future/ongoing plans? (Explain if this is a once off project, or an on-going programme, and supply specific dates and duration, as well as future plans)

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1. **BUSINESS OBJECTIVES**

What was the overall objective of the entry? (e.g. solving a business challenge, building loyalty, new product launch, competitive advantage creation)

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1. **STRATEGY**

Articulate the research conducted, method of enquiry, subsequent insights and strategic

thinking that led to the service design solution. Be clear in demonstrating the connection

between the objectives, the brief and the final programme development.

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1. **PROGRAMME ROLLOUT**

Detail the programme rollout and where possible provide a step-by-step indication of the

customer touch points and final user journey, including which media and platforms were used.

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1. **RESULTS**

Explain the outcome of the Service Design programme. You are encouraged to include the following information:

* **Effects:** Indicate, as far as possible, the effect on customer engagement as a result of the programme.
* **Commercial Gain & Return on Investment:** Make a compelling argument as to how the programme can or will provide commercial gains in terms of improvement in customer engagement, usage of the product or service, customer loyalty and 5 long-term benefits. In the case where the programme has showed significant gains, please supply data/metrics where possible.
* **Make comparisons:** Where possible, compare your success to prior periods or the competitive landscape.
* **Close the loop:** Tie back your results to the stated objectives.

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