**NACFB Commercial Lender Awards 2023**

Please use this form as a template to collate your submission information. To enter this category please submit all information [here](https://commerciallenderawards.co.uk/submit).

**The deadline for all entries is 17.00 on Friday 8th September 2023**

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| --- | --- |
| Submission category | **Service Excellence Award** |
| NACFB Patron name |  |
| Primary contact first name |  | Surname |  |
| Primary contact email |  |
| Job title |  |
| Company website |  |
| Company LinkedIn |  |
| Company Twitter handle |  |
| Contact telephone |  |

**Award submission (max 300-words)**

Please draft your award submission below. Further guidance and overview of judging criteria can be found overleaf.

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| All entrants have a **maximum of 300-words** in which to convince the judges that they are worthy of winning this awardThe NACFB have compiled ten top tips for an award-winning entry [here](https://commerciallenderawards.co.uk/submission-tips)Information regarding this year’s judging process can be found [here](https://commerciallenderawards.co.uk/process) |
| Secure a table for this year’s event on **Thursday 30th November 2023** online [here](https://commerciallenderawards.co.uk/book) |

**Submission guidance**

In the intricate realm of commercial lending, the journey undertaken by brokers to secure funding for their clients can be a labyrinth of loan application processes, interactions with business development managers (BDMs), and navigating the underwriting landscape. The Service Excellence Award recognises the lending organisations that have gone above and beyond to elevate the broker journey, providing an exceptional customer experience that is seamless, transparent, and ultimately results in brokers returning with more business.

This prestigious accolade invites applications from all types of lending organisations, be they traditional industry leaders or innovative disruptors, who have demonstrated a commitment to redefining customer service in commercial finance.

The Service Excellence Award welcomes those that have set new benchmarks in customer experience, reimagining every touchpoint in the broker journey to streamline processes, enhance communication, and create a partnership built on trust and efficiency.

Outstanding contenders will have showcased their dedication to understanding the unique needs and challenges faced by brokers, working collaboratively to provide tailored solutions that exceed expectations. The judges will be keenly interested in those that have implemented innovative technologies and practices to enhance customer interactions, ensuring a frictionless journey from application to funding.

Moreover, the winner should demonstrate a culture of customer-centricity, going the extra mile to anticipate broker needs and delivering service excellence at every stage.

In their award submission, the organisation should present compelling case studies and testimonials that highlight how their service excellence has strengthened broker partnerships, resulted in successful outcomes for clients, and contributed to repeat business. Furthermore, the judges will value those that actively seek and act on feedback from brokers, using insights to continuously improve and refine their service offerings.

**Entry criteria**

* Entry to the Commercial Lender Awards is only open to NACFB lender Patrons, supplier Partners, and any personnel therein.
* Winners are selected based on the combined insight and votes from the judging panel and NACFB Members. The judging panel is made up of representatives from recognised industry stakeholders and includes an NACFB representative. NACFB Members will be invited to vote on the shortlist to select final winners. Winners for each category will be awarded based on a combined view of both the submission and Member voting.
* Entries can be for any event, campaign or initiative which has taken place between September 2022 and present.
* The deadline for all entries is **17.00** on **Friday 8th September 2023.**
* Shortlisted entrants will be notified by email no later than **Monday 9th October 2023.**
* The winners will be announced at the NACFB’s Commercial Lender Awards ceremony on **Thursday 30th November 2023** at the **Westminster Park Plaza, London**.
* An activity may be entered in more than one category, but each entry must be accompanied by an entry form. There is no limit to the number of entries one organisation can make.
* Judges reserve the right, without prior consent of the entrant, to move entries to different categories if they feel it is more appropriate.
* The judges’ and Members’ decision are final, no correspondence will be entered into, and no reasons given for decisions.
* All information provided to judges will be used solely for the purposes of assessing the entries. Any potentially sensitive information will not be made public.
* Winners may state in advertising and promotional material that they have won, but they must state the year the award was won.