

**BCO**

British Council for Offices  
BCO Awards 2025

# **CUSTOMER EXPERIENCE AWARD ENTRY GUIDE**



**Awards**

Closing Deadline: Thursday 10 April 2025  
[www.bco.org.uk](http://www.bco.org.uk)

## **INTRODUCTION**

The British Council for Offices (BCO) is launching a new **Customer Experience Award** as part of its BCO Awards 2025 programme. This category recognises excellence in customer experience within the office sector, celebrating workplaces that go beyond design and functionality to deliver an outstanding experience for occupiers, employees, and visitors.

The award reflects the growing emphasis on customer-centric property management, hybrid working, and the importance of workplace environments in supporting employee satisfaction, well-being, and productivity.

Please find enclosed guidance to support your application for the BCO Customer Experience Award 2025.

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## 1/ ENTRY GUIDELINES – OFFICE BUILDINGS:

This document gives detailed guidance to entrants on the entry requirements and judging criteria for the new award.

The BCO Customer Experience award will be awarded to an **office building**.

The award is open to all **office buildings** and can include individual office floors, single office buildings or single estates (such as a business park, office campus or science park).

- There are two size bands: above and below 1,500 m2.
- Each size band will have an individual Customer Experience Award
- The office building for the application must have been 'substantially occupied' and operated for a minimum period of 12 months prior to 1 February 2025.
- Substantially occupied is defined as "a minimum of 75% leased / occupied by floor area with full site services in operation on 1 February 2025".

To be accepted for entry as a "single estate" the estate **must meet all** the following criteria

- The estate must comprise a single geographical unit.
- For owner-occupied estates, the estate must be at least 75% occupied by a single company or organisation.
- Customer experience delivery at the estate must be under the management control of a single property owner and/or property manager and/or corporate occupier.

**Customer:** Please note 'Customer' can be tenant, occupier, employee, colleague, visitor and community or a mix of these customer groups

Please contact the **BCO Team at [events@bco.org.uk](mailto:events@bco.org.uk)** if you have any questions on eligibility to enter.

## 2/ THE JUDGING PROCESS:

- There will be 8 **judging criteria** as detailed below in **section 3**. Each criteria will be awarded a score between 0-3 points.
- Site visits: Judges will be invited to add an additional 'Lifts the spirits' score of up to 6 points after the site visit.
- The maximum number of points that can be awarded to each entry is 30.
- The same scoring system will be applied for both the shortlisting and judge's post visit assessment.
- Entries who qualify for a site visit will be invited to attend the BCO National Awards in October 2025
- The award winner in each of the two size categories will have the highest score from the written submission and the judges visit.

## 3/ THE JUDGING CRITERIA:

Applications must familiarise themselves and ensure they evidence all eight areas of best practice (detailed below).

Each of the 8 areas of best practise will be reviewed and scored by the BCO judges panel as a desk assessment and if the office meets the minimum standard there will be an organised judges visit (**section 6**)

**Applications must include evidence to support all 8 sections of the judging criteria.**

Please note, the quality of written submission needs to pass a minimum level of quality to guarantee a site visit.

NB. 'Customer' can be tenant, occupier, employee, colleague, visitor, community.

	Please evidence each section:	What the judges are looking for:
1.	<b>Strategic partnership and leadership</b>	<p><b>CX Strategy:</b> Customer or colleague strategy should be clearly set out including the CX mission/ vision, cultural values and service promises of the building and how these will be delivered.</p> <p><b>Leadership:</b> Delivery of the business strategy and how the values should be visibly led and shared by the leadership team e.g. through training, operating procedures and rewarding/recognition of success.</p>
2.	<b>Personalised and seamless customer experience (front and back of house)</b>	<p><b>Personalised service:</b> Demonstrate how the building delivers a personalised customer experience.</p> <p><b>Seamless interactions:</b> Providing user-friendly and efficient experiences both in-person and online, ensuring ease of navigation, accessibility, and efficient service delivery.</p>
3.	<b>Customer engagement and communication</b>	<p><b>Customer communication:</b> Regular communication with tailoring to differing customer needs. Two way, open, transparent &amp; honest.</p> <p><b>Community engagement:</b> Fostering a sense of community through events and the use of collaborative spaces. Evidence of active, effective communication and community engagement.</p>
4.	<b>Operational delivery and financial performance</b>	<p><b>Operational delivery:</b> Continuous cycle of improvements in the quality and efficiency of services delivered to customers e.g. increased space utilisation, innovations in maintenance, security, cleaning, new work settings, landscaping.</p> <p>Evidence of commitment to health &amp; safety.</p> <p>Service partners fully engaged and collaborating to deliver a quality, value driven service.</p> <p><b>Financial performance:</b> Buildings should show strong financial performance and, where possible, the return on investment in customer experience initiatives e.g.</p>

		<p>evidenced by increased occupancy rates, stronger occupier and staff retention.</p> <p>Service charges and costs in operation should represent value for money appropriate to the service level required.</p>
5.	<b>Amenities, Well-being and Inclusivity</b>	<p><b>Well-being Initiatives:</b> Applications should evidence amenities, services, settings and initiatives that promote business productivity and support the physical, mental, and emotional well-being of all occupiers, employees and visitors.</p> <p><b>Inclusiveness:</b> Entries should evidence how the building accommodates diversity, including gender, beliefs, generational needs, and both visible and invisible disabilities.</p>
6.	<b>Sustainability and Environmental, Social Governance (ESG)</b>	<p><b>Sustainability Practices:</b> The application should demonstrate sustainability and social engagement best practice. Provide clear evidence of collaboration between landlord, property managers and the occupiers, to minimise environmental impact and maximise social impact.</p> <p><b>ESG engagement:</b> The application should be able to show how engagement between owner and occupier has been facilitated.</p>
7.	<b>Performance measurement and insight</b>	<p><b>Occupier &amp; Operational Metrics:</b> The application should provide clear evidence of customer feedback loop and effective use of operational and service metrics e.g. Net Promoter Score.</p> <p>Where possible evidence of improvement should be demonstrated through survey results and responses.</p> <p><b>Feedback and Satisfaction:</b> Evidence of regular feedback, collection and analysis should be conducted to understand satisfaction levels and drive continuous improvement.</p>

<p><b>8.</b></p>	<p><b>Innovation and Adaptability</b></p>	<p><b>Innovation:</b> The nominated office building should demonstrate a commitment to innovation. e.g. continuously exploring and implementing new technologies and/or new practices to enhance the customer experience &amp; operational efficiency e.g. use of customer journey mapping and service design techniques.</p> <p><b>Adaptability:</b> the building should showcase their ability to adapt to evolving customer expectations and market trends e.g. how they have responded by hybrid working in post-pandemic era.</p>

## 4/ THE SCORING:

Best practice evidence level	No evidence	Some evidence	Strong evidence	Outstanding evidence
Points	0	1	2	3

### Judges Scoresheet (sample):

<p><b>SECTIONS:</b></p> <p>Applications must submit evidence for <b>all 8 of the judging criteria.</b></p>	<p><b>TOTAL SCORE</b></p> <p><b>(RATING SCALE 0-3)</b></p>
1. Strategic partnership and leadership	
2. Personalised and seamless customer experience	
3. Customer engagement and communication	
4. Operational delivery and financial performance	
5. Well-being and inclusivity	
6. Sustainability and ESG engagement	
7. Performance measurement and insight	

8. Innovation and Adaptability	
<b>TOTAL THEME SCORE (MAX 24)</b>	
<b>'LIFT THE SPIRITS' SCORE (1 – 6)</b> <b>Note: Only awarded following a site visit.</b>	
<b>TOTAL SCORE (MAX 30)</b>	

## 5/ EVIDENCE YOUR BEST PRACTICE

**Applications must address all of the 8 judging criteria detailed below in their award submission.**

This list of **example evidence** below is **indicative** and entrants should present the evidence that they think is most compelling **across all 8 of the judging criteria** for their application.

	<b>Judging Criteria</b>	<b>Example Evidence</b>
<b>1.</b>	<b>Strategic partnership and leadership</b>	CX strategy document. Communication documents. Evidence of awards achieved by relevant teams e.g. front of house /facilities management/ community champions.
<b>2.</b>	<b>Personalised and seamless customer experience</b>	Evidence of customer service delivery model. Examples of use of journey mapping techniques to ensure processes are customer centric and easy to use.
<b>3.</b>	<b>Customer engagement and communication</b>	Testimonials from relevant stakeholders e.g. occupiers, employees, service partners, visitors Examples of customer/client meetings, communications, newsletters, Apps, helpdesk, customer relationship management (CRM) systems.



<p><b>4.</b></p>	<p><b>Operational delivery and financial performance</b></p>	<p>Evidence of shared values – training sessions, shared team building activities between stakeholders, performance recognition awards. Details of a supplier or service partner charter/commitment.</p> <p>Financial data / metrics e.g. investment made and return on investment (ROI). Rental levels achieved, retention scores, service charge benchmarks etc</p>
<p><b>5.</b></p>	<p><b>Well-being and Inclusivity</b></p>	<p>Feedback from end users regarding amenities and services.</p> <p>Equality, diversity &amp; inclusion (EDI strategy and evidence of implementation.</p>
<p><b>6.</b></p>	<p><b>Sustainability and ESG engagement</b></p>	<p>Evidence of ESG certification or awards, collaboration with and impact on customers.</p> <p>Details of internal and external community building activities and the outcomes/feedback.</p>
<p><b>7.</b></p>	<p><b>Performance measurement and insight</b></p>	<p>Customer satisfaction study results and subsequent actions plans. Objective measurement e.g. use of externally conducted satisfaction studies/mystery shopping.</p> <p>Evidence of trend analysis and improvement in operational performance metrics.</p>
<p><b>8.</b></p>	<p><b>Innovation and Adaptability</b></p>	<p>Case studies of how innovation has enabled improvement of customer experience. Return on investment in service development and technology.</p> <p>Evidence of the positive impact on users.</p> <p>Show how is customer input captured to determine new products, services, and areas for improvement.</p>

## 6/ THE JUDGES VISIT:

The aim of the judge’s visit is to see the customer experience strategy in action and meet the team responsible for the delivery of customer experience.

The typical meeting and tour might include:

- Front of house customer experience encounter
- Short presentation by management / customer experience team (max 10 minutes)
- Building tour highlighting amenities, technology, design features, CX innovation
- Customer/employee/client/ service partner encounters
- Questions from judges (approx. 15 minutes)

## 7/ CHECKLIST FOR AWARD ENTRY

<b>Submission requirements and optional extras</b>	<b>Mandatory or Optional?</b>
<ul style="list-style-type: none"> <li>• Written submission – with up to 6 A4 page 12 pt. font text limit</li> </ul>	Mandatory
<ul style="list-style-type: none"> <li>• Customer/client/workplace strategy (single page summary)</li> </ul>	Mandatory
<ul style="list-style-type: none"> <li>• Video submission</li> <li>• Informal / amateur video’s using mobile phone camera. (max length 3 minutes)</li> <li>• No professional/marketing videos will be accepted</li> </ul>	Optional

<ul style="list-style-type: none"> <li>• 10 Photographs highlighting Customer Experience             <ul style="list-style-type: none"> <li>- Resolution: 300dpi minimum</li> <li>- Colour: RGB Colour</li> <li>- Format: JPEG (.jpg)</li> <li>- File name: Project name with description (reception area, etc)</li> </ul> </li> </ul>	<p>Mandatory</p>
<ul style="list-style-type: none"> <li>• Testimonials (customer/employee/owner/service partner/visitor/local community)</li> </ul>	<p>Optional</p>
<ul style="list-style-type: none"> <li>• Quantitative evidence of CX – for example Net Promoter Score (NPS) or other customer experience or customer service metrics. Maximum of 2 Pages A4</li> </ul>	<p>Mandatory</p>
<ul style="list-style-type: none"> <li>• Results of occupier / customer /employee/ visitor satisfaction survey conducted in the last 18 months (max two-page A4 summary)</li> </ul>	<p>Mandatory</p>

## 8/ TERMS AND CONDITIONS

- Entries will only be accepted for schemes developed in the United Kingdom (Great Britain and Northern Ireland). Due to logistical considerations, we regret we cannot accept schemes based in the Channel Islands or Outer Isles.
- The entry may be submitted by the owner or occupier or by any member of their respective teams; the Award will be made to the owner and/or occupier of the project.
- All projects for the 2025 Awards must have been at least 75% occupied by 1 February 2024 and the significant use of the building should be for offices.
- The project may enter one of two categories – over and under 1,500 square metres internal floor area
- There is no limit to the number of buildings that may be submitted
- The entry fee for the Customer Experience Award is £250 + VAT per entry. Upon receipt of an application, entrants will be issued an invoice with payment instructions via email. Payment must be made in full within five (5) days of the invoice date. Failure to submit payment within this timeframe may result in the application being disqualified. Entry fees are non-refundable.
- The Board of the British Council for Offices, on the recommendation of the panels of judges, may grant Awards in each of the size categories. The BCO reserves the right not to grant an Award in any category if, in the opinion of the judges, no scheme submitted reaches the standard considered necessary.
- Winners of the Awards will be presented with a trophy which will become the property of the client or occupier. Certificates will be available to the organisation entering a winning scheme whose name is entered in the submission form. Additional trophies, certificates and plaques will be available at cost.
- The presentation of the Awards will take place at a BCO Event. Winners may be asked to make a special presentation of the project at a subsequent BCO meeting or visit.
- BCO reserves the right to use material submitted in published form.
- Whilst you (or your licensors) continue to own the copyright in all works forming part of your entry, by submitting an entry you consent to our use of your entry in any electronic or hard copy publication, whether or not connected to the BCO Awards, and consent to us editing or adapting the entry for such publication as necessary (including, but not limited to, cropping or resizing an photograph or image). You agree to waive all moral rights in your entry including those in photographic works. We may

allow third parties (e.g. journalists) to use the works comprising your entry for BCO purposes. If a third party owns the copyright in such works, you confirm that you have obtained their consent to our use and a waiver of their moral rights for these purposes.

- The BCO accepts no liability for any inaccurate information contained within the submitted entry as it is the responsibility of the applicant to provide accurate information.
- Neither the Board of the BCO, nor its Awards Committee or panels of judges, will be responsible for lost submissions.
- The decision of the Awards Committee will be final and no discussion or correspondence will be entered into.
- Full submissions must be submitted no later than 5pm on Thursday 10 April 2025
- Legal Notice: Entrants shall grant to the BCO an irrevocable royalty-free sublicensable licence to copy and use any documents submitted in relation to a building for all purposes related to the BCO Awards and any other BCO activities. The BCO reserves the right to use material submitted in published form for the benefit of members.

## 9/ HOW TO ENTER

To enter, download and complete the [Entry Form](#), then email it along with your supporting documents (as detailed in this Entry Guide) to [events@bco.org.uk](mailto:events@bco.org.uk).

**Closing Deadline is Thursday 10 April 2025, 5pm.**

The Entry fee for the Customer Experience Award is **£250 + VAT per entry**.

An email with payment instructions will be sent to you upon receipt of your application. Payment is required within 5 days of the invoice.