

Category Criteria

Professional Service Business of the Year

This award recognises a company that has demonstrated exceptional performance and impact in delivering value to its customers, bringing quantifiable improvement in client performance. They will have testimonials, long-term repeat business, a record in innovation and can show the development of a team achieving sustainable and profitable growth.

Entrants must:

- **Customer Value & Impact** – Demonstrate how their company has delivered exceptional value to clients, leading to measurable improvements in their performance.
- **Innovation & Long-Term Success** – Showcase a track record of innovation, long-term client relationships, repeat business, and a commitment to continuous improvement.
- **Sustainable Growth & Team Development** – Highlight how their team has contributed to achieving profitable, sustainable growth while maintaining high customer satisfaction.
- Include any other work their organisation undertakes to realise its ambitions.