



Best Customer Initiative

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Entry criteria and submission advice

CATEGORY SPECIFICS

We all have to work hard to win the hearts and minds of the customers we serve, but which initiative has made the most impact on the travelling public over the past 12 months? For suppliers and service providers to the industry, which additional benefits have you introduced that are improving your product or service to offer the most benefits for your client?

GENERAL

- > The Global Light Rail Awards are free to enter.
- > Entry submissions are preferred in digital PDF format, although can be supplied as printed copies.
- > Please include high-resolution photographs, diagrams and graphics to support your entry where applicable.
- > Award entries should be a minimum of 2 pages and a maximum of 10 pages.
- > Initiatives (including improvements to existing schemes) must have been implemented after July 2019.
- > Submissions of the same entry for more than one category are welcomed with additional cover sheets.
- > Award entries should clearly demonstrate the positive results from the project/initiative submitted. These results could, for example, take the form of increased passenger satisfaction levels, improved service reliability, significant environmental benefits, increased efficiency, higher patronage growth, employment creation, increased safety levels etc. The strongest entries will show how the results of the initiative have been measured.
- > If the aim of the project was to provide a solution to an existing problem, please make sure you describe the previous situation and the subsequent positive changes as a result of your initiative.
- > Testimonials are highly recommended, for example from passengers, clients or partner organisations.
- > If your entry has already won awards elsewhere, please tell us as this supports its credibility.
- > Award entries will be accepted up to the deadline of **FRIDAY 7 AUGUST 2020**.
- > You will be informed if you've made the final shortlist.
- > The Judging Panel's decision is final and no correspondence will be entered into.

Awards categories will be judged based upon the following criteria:

- > Direct customer benefit
- > Innovation or thinking differently
- > Added value
- > Value for money
- > Tangible impact
- > Team-working and collaboration

2019 HONOURS

WINNER: KeolisAmey Docklands – DLR Discovery

HIGHLY COMMENDED: Keolis Dijon Mobilités – Open Payments



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Qualifying dates: July 2019 – June 2020
Closing date: Friday 7 August 2020

ENTRY CRITERIA

All entries must be submitted on a **maximum of ten pages** and accompanied by at least three high-resolution images in .jpeg or .tiff format. You are free to include supporting brochures, videos and other media. If supplying printed submissions, please submit 3 copies of each entry for judging purposes. Entries can be submitted into more than one category.

Entrant

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Outline of entry

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Additional comments

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PLEASE ATTACH SUPPORTING MATERIAL/IMAGES

ENTRY SUBMITTED BY

Name

Position

Contact e-mail

Tel No

COUNTER-SIGNATORY

Name

Position

AWARD WILL BE RECEIVED BY

Name

Position

ALL ENTRIES SHOULD BE SENT TO:

E-mail: awards@lrtap.com

Post: **2020 Global Light Rail Awards,**
13 Orton Enterprise Centre, Bakewell Road,
Orton Southgate, Peterborough, PE2 6XU UK
by no later than Friday 7 August 2020.

For further information about any aspect of the awards, call us on +44 (0)1733 367604 or e-mail awards@lrtap.com