

Best customer service

The first screenshot shows the Amazon.co.uk homepage with navigation links for Books, Electronics, Travel, PC & Video Games, Video, Music, and DVD. It features a search bar, a welcome message, and a list of product categories. The second screenshot shows the 'Wish List' page, where users can add items to their list. The third screenshot shows the 'Gift Wrapping' and 'Gift Pack' options for a product, with details on pricing and features.

Amazon.co.uk

Trailblazing e-tailer Amazon.co.uk's ambition is to be the world's most customer-centric company.

The fact that 97 per cent of its four million customer base profess themselves "satisfied" or "very satisfied" and that repeat purchase stands at 73 per cent suggests it has gone some way toward achieving that aim.

Personalisation is particularly important to Amazon.co.uk. Customers are able to edit the personalised recommendations they receive by rating their purchases to build a picture of what they like. A 'wish list' service allows customers to tell their friends and family what

they would like for Christmas and birthdays, while the site's patented 1-Click ordering system means purchasers can buy products with one click of the mouse without having to fill in order forms.

Amazon.co.uk's WAP service, Amazon.co.uk Anywhere, means customers can order products wherever they are.

Updates are sent to consumers at every step of the ordering process. A record of all the addresses where orders have been sent in the past saves time and gives customers the option of sending to multiple addresses. Orders can be changed or cancelled at any time until the item is posted.

Criteria

In this category, the judges were looking for entries that demonstrated an effective use of digital channels to achieve a substantial enhancement of customer service, improve communication between an organisation and its customers or make significant cost savings on customer service.

Shortlisted

easyRentacar

Digital agency

RightNow Technologies

Smile

TheAA.com

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