Nominee: UKFast

Nomination title: Putting Service at the Heart of Technology – UKFast Service Provider of the Year

Since 1999 UKFast has been helping online Britain to grow. With more than 500,000 domains on its network and 5,000 clients housed in its custom-built, wholly-owned data centres, UKFast is responsible for the internet fortunes of some of the world's biggest brands.

Brilliant service has been an integral thread in the fabric of UKFast since day one and this past year has not only seen the firm hit £23m turnover, it has also seen this commitment to service move to the next level.

Pod system

2013 saw UKFast's Pod System come into its own. Each pod comprises of a dedicated team of two account managers, two Linux and two Windows engineers, who are responsible for a pool of the client base – ensuring that clients always receive support from someone they know. This builds stronger relationships, ensures faster issue resolution thanks to in-depth knowledge of each client's solution, and has seen our customer satisfaction increase markedly throughout the course of the 12 months.

NPS

We actively measure our client satisfaction using a net promoter score (NPS). This calculates a score based upon positive feedback, minus negative feedback from our clients after each support request.

We also display our NPS score live on our website. Not only does this demonstrate our service levels and commitment to happy customers, it also acts as an extra incentive for our team to provide this level of service.

Our NPS score is currently +70 and climbing, compared to the UK average of +7.

eCloud™

We have always tailored our product portfolio to the constantly changing needs of our client base. This year we took this to the next level with the creation of our eCloud range.

Feedback from focus groups and account manager discussions with clients revealed the demand for a truly elastic cloud based in the UK.

Our in-house team of solutions architects set to work and, alongside a £12m investment, created the first elastic cloud solution to be designed, created and hosted in the UK.

Not only that, UKFast used only the highest specification hardware and software, offering businesses with smaller budgets access to a portion of some of the best cloud technology around – including HP's 3Par storage, Cisco UCS Blades and 1.4PB SGI storage.

Our in-house team even developed our own orchestrator level to ensure that we could create completely bespoke solutions tailored to the exact needs of our clients.

Within two months of launch, eCloud generated more than £1m in contracted revenue.

UKFast Campus

UKFast's £5m investment in our new HQ, UKFast Campus, has seen the office space transformed from a shell of a building into an environment to rival that of technology giants like Facebook and Google.

UKFast CEO Lawrence Jones has designed the office space to be motivating, rewarding and inspirational for the UKFast team to ensure that they are always equipped to offer the best level of service for their clients. Jones also places a huge importance on the health and wellbeing of the team – incorporating gym facilities, free fruit every day, and a personal trainer into the benefits of working for UKFast – to help the team be at their peak mentally and physically for this reason.

Additionally, forward-thinking Jones has created a fully-equipped auditorium space, events space, film and recording studios that will all be on offer to clients to use for their events, networking and training days. This is just one example of how UKFast offers the luxuries with which it is now blessed, thanks to its phenomenal growth, to help its clients and local businesses to grow.

Speed

Long before we were able to build our own data centres, we developed our own network within outsourced data centres which became synonymous with reliability and speed. Today, we have complete control over our data centres and can fully integrate this existing network with maximum redundancy failover routes to deliver speed while guaranteeing uptime.

When you consider Google's research that a 0.5 second delay in page load speed can lead to a 20% drop in traffic, and that UKFast looks after the websites of some of the world's biggest brands, this focus on speed is essential.

We don't only concentrate on fast network speeds; being fast and efficient is at the core of everything we do. From answering the phone within three rings to responding to tweets

within minutes, every aspect of our interaction with clients is as responsive as it can possibly be. We know that no one wants to be kept waiting in times of need.

MANoC 5, 6, 7 and 8

In 2011 we made our first move into the data centre arena with the launch of MANoC 4. Since then we have developed three more facilities and have a fifth in the pipeline. We've committed to developing our own data centres to ensure that we can uphold the service-level guarantees we make to our clients. It has also enabled us to meet our clients' needs like never before – with our team of in-house solutions architects and complete control over the building (we even own the land on which it sits), network and security; we can create completely bespoke solutions to meet whatever demands our clients set.

In response to a surge in demand for colocation services from new clients, we have also set aside one of our new data centres for colocation.

Sustainability

Being at the forefront of such a power-hungry industry, we know we have a huge responsibility to look after the environment. This is why, in 2010, we were named the first hosting provider to be 100% carbon neutral under the PAS2060 certification and why we've reinvested in this commitment each year.

Additionally we have committed to helping the next generation of technical wizards learn and grow with our £4m investment in training – including an apprenticeship scheme, dedicated training rooms and a graduate programme. We hired our director of training this year (a former IT teacher) to lead the programme and help us develop the technical superstars of the future.

Why nominee should win

- True client focus: 24/7 support, continually monitored feedback.
- No challenge too big: we do whatever we can to meet clients' needs, even creating brand new unique product ranges.
- Total control: by owning as much of our supply chain as possible we guarantee the level of service we offer.
- People: from the builders developing our HQ to our clients, we're focussed on making people happy. Highlighted in our recognition as a great workplace and our +70 NPS.
- Speed: from fast networks speeds to answering every call within three rings, everything that UKFast does is done as quickly and efficiently as possible.