

**Doncaster
Business
Awards
2022**



Entry Form

Excellence in Customer Service



**Doncaster
College**

**University
Centre**

Excellence in Customer Service

This award is presented to a business that demonstrates they truly have the customer at the very heart of their business. Judging criteria includes customer service standards and strategy, business performance, customer care, and how customer service has driven business growth.

Criteria

1. The entrant should describe their business in 400 words or less enabling judges to gain an understanding of their company, its history, customers, competitors, challenges, opportunities and anything else that the entrant feels is relevant **(unscored)**.
2. The entrant should evidence clear customer service standards together with a defined and measurable strategy for meeting and improving those standards.
3. The entrant should demonstrate how they obtain customer feedback (positive and constructive) and use it to inform product and service development.
4. The entrant should demonstrate how they deliver exceptional customer care to drive new and repeat business.
5. The entrant should evidence how they have benchmarked against competitors and others and how they use customer service to stay ahead of the competition.
6. The entrant should demonstrate how customer service has contributed to their business success and growth, including the business's financial performance.

Please note:

- All questions are given equal weighting.
- All completed entry forms and evidence must be returned to events@doncaster-chamber.co.uk.
- Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures. Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).

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Entrant Details

Entries Close: Sunday 24th July 2022

1. Company name

2. Contact name

3. Address

4. Work phone number

5. Mobile number

6. Email address

7. How many employees does your company employ? (Full-time equivalent)

8. What is your annual turnover?

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Question 1

Please describe your business: its history, customers, competitors, challenges, opportunities and anything else you feel is relevant. (Max. 400 words, unscored)

[illegible]

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Question 2

Please evidence your customer service standards with a defined and measurable strategy for meeting and improving these standards.

(Max. 400 words)

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

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Question 3

Please demonstrate how you obtain customer feedback (positive and constructive) and use it to inform product and service development.

(Max. 400 words)

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Question 4

Please demonstrate how your business delivers exceptional customer care to drive new and repeat business.

(Max. 400 words)

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Question 5

Please evidence how your business has benchmarked against competitors and others and how you use customer service to stay ahead of the competition.

(Max. 400 words)

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Question 6

Please demonstrate how customer service has contributed to your business's success and growth, including your financial performance.

(Max. 400 words)

[illegible]

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**Thank you for entering the
Doncaster Business Awards.
Good luck!**



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