



THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY THIS IS NOT AN ENTRY FORM  
ALL ENTRIES MUST BE SUBMITTED VIA THE DIGITAL FORM ON THE WEBSITE AT [WWW.MWCCI.COM.AU](http://WWW.MWCCI.COM.AU)  
APPLICATIONS CLOSE SUNDAY 25 SEPTEMBER, 11.59PM WST

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## Excellence in Customer Service (Business) Award 2022

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### Overview:

The be-all and end-all. This award recognises businesses that go above and beyond for their customer, have displayed initiative and innovation, drive repeat business, measure customer satisfaction and have found new ways to reward customers. Applicants for this category can come from any industry sector but should display an exceptional understanding of customer service with proven results and must be able to provide examples.

### Criteria:

- To enter this category, your business must be operating in the Mid West Region.
- The business must have been trading for a minimum of one full financial year.

**For queries about eligibility, please contact awards support at [events@mwcci.com.au](mailto:events@mwcci.com.au)**

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When writing your submission, make sure you are reflecting on the last 12 months.

Percentage (%) amount before each section shows how much goes towards your overall score.

Remember that any words over the word limit, will not be included in your submission for scoring.

### 0% Business overview

Provide a general overview of your industry and business, including a brief history and a summary of current operations, products and/or services. (250 words)





## 20% Business Planning

Explain how excellence in customer service contributes to business profits and growth. (250 words)

What strategies does your business have in place to create and retain loyal customers? (250 words)





## 20% Business Success

Describe how your customer service sets you apart from your competitors. (250 words)

What are the main customer service challenges you face and how have you overcome these? (250 words)





**30% Positive Impact (10% will be based on evidence provided)**

Provide examples of how you have measured and responded to customer feedback and what has resulted? (250 words)

For the next question, answer ONE of the two questions below depending on which criteria applies to your business:

*If you have 3 or more full time employees answer this question:*

How have you created a positive workplace culture that ensures all your team are committed to exceptional customer service? (250 words)

*If you have 2 or less full time employees, answer this question:*

How do you demonstrate a commitment to exceptional customer service? (250 words)





*Please attach examples from existing customer feedback, reviews, surveys, and testimonials. (10%)*

**30% Mystery visits** \*For those businesses which cannot be mystery shopped, we will be in contact for further evidence

