



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 Retail Customer Service (Individual) Award 2022**

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### Overview:

Retail is tough, but the savvy are succeeding. This award recognises those employees that have gone beyond the bricks and mortar to offer customers a shopping experience they come back for. Applicants for this category should provide an exceptional and unique customer experience, through their acknowledgment and greeting and how their customer service adds value to our economy. Selling skills, overall service levels, customer interaction, meeting customer expectations and product knowledge.

### Entry Criteria:

- To enter this category, the entrant must be working within a business that is 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.

### **Customer Service (20%)**

Briefly describe how your customer service is different from any other? (250 words)

*Please note this can be answered by the nominee or by a co-worker of the nominee.*





Provide an example of how you provided excellent customer service. (250 words)

### References (20%)

Please include contact details (name, email, phone) from either two clients, customers, or co-workers who we may contact as references for the nominee.

Please submit a one Page Reference Letter from each Referee. These referee letters are significant to final judging.

**60% Mystery Shopping** \*For those individuals which cannot be mystery shopped, we will contact you for an interview.

