

# Top tips for completing the entry form



**It doesn't matter whether you're a retailer, estate agent, accountancy practice, coffee shop or dentist, the way you treat your customers or clients determines whether they will use your services again. Our Service Excellence Award finalists will be companies who can demonstrate they understand this.**

Judges will pick finalists who can demonstrate that:

- Customers are the focus of the business
- Processes are in place to measure satisfaction and handle complaints
- They have loyal customers that return regularly (if applicable)
- Staff are trained in customer service

## Top ten tips for applying:

1. Use your application to tell a passionate story of your business. Sell yourself and back this up with examples
2. Read the application award criteria and questions carefully and apply your direct experience to it
3. Don't be confined by the available space – any additional information supplied will be considered
4. In contrast, don't feel you must fill all the space on the entry form for the sake of it. Quality not quantity is key
5. Keep it clear, concise and avoid technical references/jargon
6. Get a colleague to read the entry form before it is submitted. A fresh pair of eyes can spot things that you may not, and consultation with colleagues can add real value
7. Explain how customer service has helped increase turnover and profitability
8. Include your vision to facilitate business growth. What's your three-year plan?
9. Include details of any customer loyalty schemes in place or any relevant accreditations
10. Describe what makes you unique / gives you a competitive edge? Describe why it deserves to be publicly acknowledged for its achievements