

EAST SUFFOLK
BUSINESS
AWARDS 2025

CUSTOMER SERVICE AWARD - AWARD CRITERIA

This award recognises an organisation that has a clear focus on exceptional customer service and care, demonstrating commitment to attracting and retaining its customers and clients.

The Customer Service award is presented to a business that truly has their customers at the very heart of their business, regardless of size, market, product or services offered, they strive to exceed customer expectations on a daily basis.

In our modern digital age customers expect both instant results and quality of customer service. The reputation of your business is one of your most valuable commercial assets.

HOW TO ENTER

Check out our East Suffolk area map to ensure your business is within the entry area

Download and fill in our application form

Tell us about your business (approx.1000 words) this could include some of the following; Your history, customers, competitors, challenges, opportunities, your vision and anything else that you feel is relevant.

Tell us why you believe that your organisation deserves to win the Suffolk Chamber East Suffolk – Customer Service Award (max 500 words)

For your entry wording/evidence below (no limit on this wording) the judges will be looking for and want to see examples of:

Examples of your customer care strategy

Evidence of your customer care policy

How do you deal with customer care issues and ensure quality and consistency of customer service

How is customer care tied into employee training & development plans

How do you obtain customer feedback? Eg: Facebook reviews, TripAdvisor, Google and other interactive methods

New ideas to enhance the customer experience

Evidence could include examples of customer testimonials, feedback and evaluation

Any accolades and testimonials.

Anything else relevant you wish to share?

If you are selected as one of our category finalists, our judges for this category may wish to visit your business, they will arrange this direct with yourselves at a date and time convenient to both parties.

CLOSING DATE 31ST AUGUST

