

**Customer Service  
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**

1. **Check out our East Suffolk area map to ensure your business is within the entry area**
2. **Download and fill in our application form**
3. **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.**
4. **For your entry wording/evidence (no limit on this wording) the judges will be looking for 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?

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

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.