**Stagecoach logo and Chamber logo**

**Skegness Business Awards 2019**

**Community Award - sponsored by Stagecoach**

**How to Enter this category**

Customer care is fundamental to business success. Easier said than done this award will identify and celebrate the best in Skegness. Any type of business in any sector can apply all that we ask is that you can demonstrate why your customer care is the best it can be.

There are two ways to apply for this award. 1) You can nominate yourself or 2) ask someone else to nominate you. Either can be done on this entry form.

If you are nominating someone else please provide details that will enable us to contact the business. We will want to be in touch with them to ask for information about the business and their customer care that will help the shortlisting judges. If you are representing the business and wish to nominate yourself you can start by providing these details. We have posed some questions to assist you to focus on the principal areas that the judges will be assessing. You are of course free to add further information that will support your application.

The judges will be identify three finalists from the written submissions. Applicants will be advised if they have been successful as soon as possible after the closing date and a judges visit will be arranged with the three finalists. The visit will enable the judges to determine their winner. Each finalist will receive a certificate and 2 complimentary tickets to the Awards Ceremony on 29th November 2019 at the Southview Hotel where the winner will be announced.

The closing date for entries is 25th September 2019. Submit 1) online, email [info@skegnessbusinessawards.co.uk](mailto:info@skegnessbusinessawards.co.uk) 2) post /by hand Fix Auto Skegness, Grantham Drive PE25 3RN

**Information to Provide**

Business Name

Contact Name

Address

Contact tel no

Contact email

Website address

Name and phone number of person nominating if different from above.

Please answer the following questions so that our judges can gain the best insight into the business and your customer care ethos.

1. Describe the role of customer care in your business. Include information about your management, staff, and customers.
2. Explain how your customer care standards are maintained and improved.
3. Provide information about how your high customer care standards have benefited your business.
4. Describe challenges you have overcome and your ambitions and opportunities for the future.

**Skegness Business Awards 2019 - Judging Criteria**

**Category – Customer Care Award**

**Awards Overview**

This is an award for exceptional customer care. If you think your business stands out for customer care you should enter this category. Entries are expected from any type of business that is customer facing.

**Main Judging Criteria**

The judges are looking for examples of best customer care. They will be interested to hear if you have exceptional members of your team that set the high standard or to hear if you have knowledge, standards or procedures that put your business ahead of your competitors.

**Evidence Requirements you might want to include.**

Tell us about your good customer service, include how you dealt with a customer complaint or how you avoid them in the first place.

You may include some good reviews from social media or messages from satisfied clients.