



Federation of Small Businesses

The UK's Leading Business Organisation

In association with



Service Excellence Award Application Form

Sponsored by



Harvey Ingram LLP
solicitors



Category: Service Excellence Award

It's not enough for the customer to be 'always right' any more. He or she shouldn't have to argue the case. Dazzling customer service is the only way to guarantee customer loyalty. Price competition and product promotion have a role to play, but the smartest companies are recognising that their greatest assets are their own people and their existing customers. When they work well together, business snowballs. Superior customer service doesn't have to cost much. It can be as simple as remembering a name or giving a customer a call to see how they are getting on with their new purchase.

We want to recognise those companies that go further and deliver awesome service. They understand that customers are their lifeblood and treat them as they would wish to be treated in an ideal world.

The winner of this award will have the customer at its heart and will deploy and manage resources to most effectively meet the needs of its customer base. In most business disciplines the customer is offered a choice of supplier. To ensure the success of a business a customer care policy is paramount. This category encourages entries from any business that can demonstrate established and measurable systems for monitoring service standards.

Our judges are particularly interested in the following:

Question 4 Customer Care

Your customer care policy both internally and externally, and how it differs from your competitors

Question 5 Case Study

Provide a brief case study example

Question 6 Testimonials

Support your entry with testimonials where possible

Question 7 Monitoring

Explain how you monitor/check that your customers are receiving excellent service

Question 8 Staff Training

Show how you ensure that your staff are trained and up to date with your requirements

Question 9 Success

What difference has good customer service made to your company?

Please Note

Supporting marketing material is welcome.

1 About your business

Business Name	
Type of Business	
Business Address	
Postcode	
Telephone	
Fax	
E-mail:	
Website	

What is the trading style of this business? (please indicate with an 'x' where applicable)

Sole Trader	<input type="checkbox"/>	Partnership	<input type="checkbox"/>	Limited Company	<input type="checkbox"/>	Other (please specify)	
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From where do you run your business? (please indicate with an 'x' where applicable)

Home	<input type="checkbox"/>	Premises	<input type="checkbox"/>	Other (please specify)	
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How many people are employed in your business (including the business owners?) (please specify)

Full Time	<input type="checkbox"/>	Part Time	<input type="checkbox"/>	Temporary	<input type="checkbox"/>	Other (please specify)	
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In which month and year did you start your business? Month _____ Year _____

Turnover in 2009 _____ Projected Turnover for 2010 _____

NB: Please note that all applications are treated in the strictest confidence and no annual sales or turnover figures will be shared with outside parties unless the applicant agrees.

2 About you, the business owner(s)

Name:		Role:	
Name:		Role:	
Name:		Role:	

3 Tell us about what your business does (e.g. services, customers, products)

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Please use additional paper as required

4 Customer Care 250 WORDS MAXIMUM

5 Case Study 250 WORDS MAXIMUM

6 Testimonials 250 WORDS MAXIMUM

7 Monitoring 250 WORDS MAXIMUM

8 Staff Training 250 WORDS MAXIMUM

9 Success 250 WORDS MAXIMUM

To complete this application, please follow the entry instructions below:

Award Category: _____

Signed

Date

(Business Owner)

Name

Business Name

Please return this signed form (closing date 5.00pm, 28th May 2010) to:-

**Maxine Aldred
Regional Organiser
Federation of Small Businesses
38 Digby Close
Tilton on the Hill
LE7 9LL**

or send your completed application via email to: Maxine.aldred@fsb.org.uk

For further information or queries please contact Maxine Aldred, Regional Organiser
Telephone: 0116 2597 707
e-mail: Maxine.aldred@fsb.org.uk

Terms and Conditions

- The competition is open to all businesses based in Leicestershire, Northamptonshire and Rutland
- For the purpose of these awards a small business is a sole trader or up to 50 employees
- It is not open to sponsors
- The comments made on your application form should be accurate to the best of your knowledge
- The Judges' panel will be made up of a business representative from each county, sponsors and FSB representative
- The Judges' decision is final
- You may be contacted by the FSB
- Entrants must be available for consultation with the judges should the need arise
- By entering the awards you agree to partake in publicity for the awards
- **Supporting marketing material is welcome**

Please note

Any financial information provided will be treated in the strictest confidence and will not be disclosed to anyone other than the panel of judges and its advisors.

If you are chosen as a finalist you will receive 3 Complementary tickets and will be required to attend the Grand Final on 15th July 2010.

Please take a few moments to ensure that all materials are enclosed with your application.