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Ennis CHAMBER
IN BUSINESS FOR BUSINESS

FBD Clare Business Excellence Awards 2015 in association with Ennis Chamber

Criteria: Clare Customer Service Excellence Award

This category is open to any business that can demonstrate their focus on customer service. Mystery shoppers will look at all aspects of the service provided in terms of staff interaction and the range of services on offer as appropriate to the needs of customers.
The mystery shopper will pay particular attention to -

- The initial impact of the business.
- How the staff interact with customers and enhance the customer experience.
- How the business exceeds customer expectations.
- How the services provided delight the customer.

Criteria	%	Criteria Content
First Impressions	15	Standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity;
Customer Awareness	20	Acknowledgement of customers by staff: welcome; staff availability and presentation
Services	20	Range of services on offer, relevance to customer requirements; availability and accessibility of services to customers; comfortable environment;
Customer Care	30	Product knowledge; efficiency; customer service, customer interaction, information giving and selling skills; friendliness; willingness to help
Overall Experience	15	The customer experience; lasting impressions

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Entry Form: Clare Customer Service Excellence Award

Please complete in BLOCK CAPITALS

Business Details

Business Name	
Contact Name	
Position	
Address	
Tel:	
Fax:	
Web:	
Email:	

Why do you feel above business merits this award?

[Please add your comments below - It is important that you read judging criteria before making your comments]

Criteria	Comment
Tell us how your business encourages customers to visit? Score value:15%	
Tell us how you make sure that customers are the main focus of the business? Score value:20%	

Why do you feel above business merits this award?
[continued]

Criteria	Comment
Tell us about any extra services you provide to enhance the customer experience? Score value: 20%	
Tell us how you ensure that all customers are provided with consistently excellent customer service? Score Value: 30%	
What plans have you to further improve the service to customers? Score Value: 15%	

Please add extra pages as required to provide further information

Contact details for person making the entry
[optional]

Name:	
Phone no:	

Please attach the **€50** fee per entry form

Winners

The three finalists for each category will be announced on Thursday the 10th September 2015 at the Business Expo and the winners announced at the FBD Clare Business Excellence Awards Ceremony on Saturday the 10th October 2015.

Terms and conditions

Entries must be submitted to Ennis Chamber or SpotCheck on or before Thursday the 30th July 2015. The judges' decision will be final and no correspondence will be entered into before or after judging. FBD Insurance or Ennis Chamber will not be liable for any costs incurred during the application process. Entry criteria is clearly outlined on www.ennischamber.ie/services/business-awards

Please submit your entry form to:

Please submit your entry form by saving this word document and e-mailing to awards @ennischamber.ie or by printing and posting marked "Confidential" to
FBD Clare Business Excellence Awards 2015,
Ennis Chamber, 54 O'Connell Street,
Ennis, Co. Clare or to
SpotCheck N1 LLP City East Business Centre
68-72 Newtownards Rd
Belfast BT4 1GW