

THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY
THIS IS NOT AN ENTRY FORM
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WWW.BBEA.COM.AU **APPLICATIONS CLOSE SUNDAY JUNE 5, 11.59PM**



Customer Focussed Award 2022

Presented by Bendigo Advertiser.

This award recognises businesses that go above and beyond for their customer, have displayed initiative and innovation, drive repeat business, measure customer satisfaction and have found new ways to reward customers. Applicants for this category can come from any industry sector, but should display an exceptional understanding of customer service with proven results and must be able to provide examples.

Entry Criteria

- To enter this category, your business must be located in the the Greater Bendigo Local Government Area
 - The business must have been trading for a minimum of three years.
- If you are a new business, trading for between 12 months and three years, you may wish to enter the Emerging and Energised category. Businesses who have been trading for less than 12 months are not eligible to enter.

For queries about eligibility, please contact awards support at bbea@lostcauseevents.com.au

1. Outline the vision, values and purpose of your business.

a) Vision:

b) Values:

c) Purpose:

2. What do you do?

Detail your products and/or services:

3. Describe the background to your business and how it generally operates.

4. What do you consider your greatest business achievement to date and why?

5. Outline how you market the business:

a) How do you attract new customers?

b) How do you communicate with / retain existing customers?

6. Describe how you use information you know about your customers to shape your business?

This can be data and information you collect internally, or industry reports and trends.

7. Tell us about your staff

(if you are the only person in your business, tell us about how you work with you contractors/partners)

a) How do you recruit new team members to ensure they fit in well?

b) What steps do you take to ensure your staff are engaged with the business?

c) From a leadership and strategy perspective how do you align your organisation with the strategic goals of your business?

8. Tell us about training in your business:

(if you are the only person in your business, tell us how you train and educate yourself)

a) Outline the types of training and development you offer employees.

b) How often do you provide or deliver training?

9. How do you construct your annual budget?

10. Business risks:

(if you are the only person in your business, tell us how you train and educate yourself)

a) Describe what are the key risks to your business?

b) How do you assess the size of these risks?

c) What do you do to minimise these risks?

11. How do you measure and manage your business performance?

12. Tell us something special about your business. What one story would you tell that highlights the best aspects of your business?

13. If you won an award for business excellence, what would this mean for you and your business?

CATEGORY SPECIFIC QUESTIONS

14. What is your customer service philosophy?

How do you ensure this philosophy is delivered by all employees?

How does your team demonstrate a commitment to providing high quality customer service?

15. How do you solve customers' problems?

How do you manage customer expectations that are not met?