

## **Category- Customer Focused**

### **General Questions**

1. *If we were in an elevator and you had 30 seconds to pitch your business to me, what would you say? - 300 words*
2. *How does your business model (including your products and/or services) support your strategy and competitive positioning? - 300 words*
3. *How do you attract, retain, and meaningfully engage your customers? - 300 words*
4. *How do you gather and use customer insights or data to improve your services or operations? - 300 words*
5. *What training, development or capability-building do you provide for your team? - 300 words*
6. *How do you plan, manage, and monitor your financial performance? - 300 words*
7. *How would you summarise the last 12 months of financial performance? In your answer, outline the highs, lows, what worked well, and any pain points or challenges. - 300 words*
8. *How do you use innovation or technology to improve your business, deliver value, or stay competitive? - 300 words*
9. *Describe one innovation, improvement, or technological change introduced in the past year and the impact it has had. - 300 words*
10. *How does your business contribute to its community or region, and how do you see this impact growing in the future? - 300 words*

### **Category Specific Questions**

1. *What defines exceptional customer experience in your business? - 300 words*
2. *How do you personalise or tailor services to individual customer needs? - 300 words*
3. *Describe a time you resolved a customer challenge in an outstanding way. - 300 words*
4. *How do you measure customer satisfaction, loyalty or advocacy? - 300 words*

### **Climate Leader – Optional Questions**

1. *How does your business measure, monitor, and track its environmental or climate impact, and how is this information used to guide decision-making? - 300 words*
2. *Describe one or more significant carbon-reduction, waste-reduction, or sustainability initiatives your business has delivered in the past 12 months. What outcomes or impacts have these initiatives achieved? - 300 words*
3. *What long-term climate or sustainability goals has your organisation set, and how do you engage staff, customers, or the wider community to support and progress these goals? - 300 words*