



Awards for Excellence



Customer Service Category Criteria

Entries in the **Customer Service** category are judged on the evidence provided on the 10 Keys of Customer Service – entries into this category should be supported with the documentation used in your business that relate to the 10 Keys of Customer Service – each of these activities are explained in more detail below;

The 10 Key Customer Service Activities are:

1. Products & Services Information – A clear explanation of what goods/services the business offers,
2. Counter & Face to Face Service – Evidence that the business had processes/systems in place to ensure that customers needs were met, including the application of professional knowledge to meet a customer's needs and demonstration of a good balance between commitment to the customer and to the organisation,
3. Telephone Service – Quick, accurate and polite service and ensuring that the customer speaks with the person who can handle their enquiry and a demonstration that professional knowledge is applied to assist with meeting the customer's needs. Evidence of service guarantees (i.e. return all calls/emails within specified timeframe),
4. Taking Customer's Order - Ensure that it is quick and easy for the customer to provide all necessary details for the order,
5. Customer Follow-Up – Relevant and timely follow-up ensuring that the customer is informed of what they are ordering, who it is for and when will be the start time of the works. Provision of contact information should the need arise for alterations to scheduled activities. Evidence that the customer is fully informed of the process and what is expected of them,
6. Billing & Managing Payments – Evidence that the customer has a contact number for any queries and any queries should be handled quickly and fairly. Evidence that any adjustments or corrections should be advised by phone before sending an amended bill. Evidence that the customers has a range of convenient payment options,
7. Visiting the Customer – Evidence of arrangement of an exact appointment times – not a range of times. Evidence of provision of the name/contact number of the person who will be in charge of the job in case the customer needs to contact them. If bookings are made in advance – evidence of confirmation of the appointment around 2 days in advance. If delayed for any appointment, evidence that the procedures are in place to confirm customer availability/suitability or arrangement of an alternative booking,

8. If Something Goes Wrong – Evidence that the business will respond quickly and adopt a solution-focused approach to the problem. Evidence of commitment to fix the problem quickly and fully – first time and on time,
9. Handling Complaints – Evidence of complaints handling procedure or processes are in place. Evidence of commitment to fair treatment of customer complaints and that there are systems in place that enable the customer to raise issues quickly and easily,
10. Managing the Service Culture – Evidence of a customer service focus in the business. Evidence that the business actively encourages quality service by all staff members and continuous improvement in your business is achieved by integrating customer service into the overall business approach and plans. Evidence of recognition of the cyclical nature of customer service.

Customer Testimonials can also be included to support your entry. The entry must address each of the 10 Key Service Activities and examples of documents and processes should be included in your presentation.

The presentation of the entry can be a portfolio of your processes, documentation and testimonials from satisfied customers. It must address the 10 Key Service Activities outlined above.