**NOMINATION FORM**

**Customer Commitment Award**

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| --- | --- | --- | --- |
| Company Name |  | | |
| Address |  | | |
| Website |  | | |
| Business Activity |  | | |
| Contact |  | | |
| Position |  | | |
| Telephone |  | | |
| Email |  | | |
| Trading Since (mm/yyyy) |  | | |
| How many people do you currently employ  (how many are apprentices)? |  | | |
| What is your annual turnover? | 16/17: £ | 17/18: £ | 18/19: £ |
| How many people were employed  (how many were apprentices)? | 16/17: | 17/18: | 18/19: |

**This award recognises businesses and organisations who can best demonstrate excellence and commitment in the ever important area of customer service.**

Celebrating businesses with an emphasis on ‘the customer journey and customer experience’, the Judges will be seeking evidence on how you build customer relationships and loyalty, how you interact with your customers, and how you map customer satisfaction.

**Judges will be looking for:-**

* A robust customer service strategy and evidence of how this is implemented
* Evidence of a strong business performance
* How customer care is embedded into staff development plans and how this has driven business growth
* Workforce development and leadership buy-in e.g. Why the business is passionate about developing customer care skills
* Social value e.g. Apprenticeships (created/sustained), supporting young people into work, use of local suppliers, use of local skills/labour, bringing other businesses into the supply chain, community engagement/involvement
* What makes the business stand out from the crowd

**Provide a pen portrait of the business/organisation.**

**Provide enough detail to enable the judging panel to form a clear picture of your business/organisation, describe who you are, what you do, the business journey, where you are today - no more than 800 words. In shortlisting the judges will consider the bullet points above.**

**(Photographs can be included - no more than 3).**

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**Please answer the following questions below (no more than 500 words per question).**

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| Tell us about your customer service strategy how it’s implemented within the business/organisation and/or staff development plans. |
| What do you do to enhance the customer journey and customer experience? |
| What has been the impact of this on the business/organisation? |
| Do you receive repeat customers/visitors and endorsements? Has the business/organisation received industry recognition? Provide details |
| What contribution do you consider the business has made to the borough of Knowsley over the last year in terms of Social Value? E.g. Apprenticeships (created/sustained), supporting young people into work, use of local suppliers, use of local skills/labour, bringing other businesses into the supply chain, community engagement/involvement  Economy:  Workforce:  Residents:  Education: |
| And finally what makes your customer journey/customer experience stand out from the crowd? |

**Why Enter?**

Knowsley is a remarkable and unique place. Its business community is ambitious, collaborative and flourishing.

The Business Awards have become an unmissable event, with last year’s ceremony attracting more than 850 guests from across the North West and beyond.

The Knowsley Business Awards provide a fantastic opportunity to **showcase your business**, your successes and your accomplishments. You can demonstrate this success to your existing customers and suppliers and also **open doors to new opportunities**. You can **reward staff** and **gain independent recognition** of your business achievements and the wider promotion and marketing of the awards will **gain positive exposure** and **raise the profile of your company**.

**Who Should Enter/Eligibility?**

Nominations are welcome from individuals and businesses/organisations based in Knowsley. Please note the only exceptions are for categories; Investment/Development of the Year and Housing Development of the Year where a developer, investor or partner has made a significant beneficial physical investment in the borough of Knowsley.

Applicants can self-nominate or if you have been impressed by someone else’s performance and feel they deserve wider recognition you can nominate on their behalf (please check they are happy to have their name put forward before submitting a nomination).

**How to Enter**

It is free to submit nomination/s, simply choose the category or categories most suitable for your business achievements (up to a maximum of 3 categories), complete the nomination form and send via email to [Irene.johnson@knowsleygrowthhub.co.uk](mailto:Irene.johnson@knowsleygrowthhub.co.uk). Photographs are permitted – no more than 3.

Alternatively, you can post nominations to Irene Johnson, Invest Knowsley, Huyton Library, Civic Way, Huyton, L36 9GD.

For an informal conversation to discuss your nomination and suitable categories, you can call Irene on 0151 443 2262.

**Closing Date**

The closing date for nominations is Friday 16 August 2019 5pm.

**Shortlist**

Judges will consider the shortlist based on written submissions, applications need to be accurate and provide enough detail for the judges to gain an insight into the business. Successful applicants will be informed week commencing 24th September 2018.

**Confidentiality and Filming**

All information submitted as part of your nomination will be treated in the strictest of confidence and will not be disclosed to anyone other than the judging panel.

A short film will be produced for all shortlisted entries to be shown at the awards ceremony. By submitting a nomination, you agree to be filmed as part of the awards process. **Individual film clips will be available to shortlisted businesses for their own promotion.**

Financial information will be treated in the strictest of confidence and will not be disclosed to anyone, other than the panel of judges.

**The Awards Ceremony**

The winners of each category will be announced at a prestigious dinner and awards ceremony held at the spectacular grand marquee in the grounds of Knowsley Safari on Thursday 21st November 2019. During dinner, there will be performances under the starlit skies, followed by a thrilling full cast dance finale.