



## Award 1. Champion Customer Experience – Small Enterprise

### Category description:

The Champion Customer Experience Award for Small enterprise recognises businesses or organisations that exceed customer expectations. Driven by effective leadership and an engaged workforce, these businesses act on changing customer demands and find creative and different ways to provide exceptional service.

### Who should enter:

This category is open to any business that provides a positive customer experience through the sale of goods or services.

For example: Retail outlets, service providers (such as beauticians, hairdressers) hospitality (such as bars, cafés, restaurants), catering companies, accommodation providers, travel agents, tour companies, transport providers, financial services, legal firms, architects, engineers, designers, recruitment, public relations, communications, fitness professionals, construction companies, trade business (such as builders, plumbers, electricians, carpenters).

### Business size:

Please select the size of your business, based on the employee numbers that apply to your organisation for the 2019/2020 calendar year.

- Small Enterprise [under 15 FTEs or an annual charitable turnover of under \$700,000]
- Medium/Large Enterprise [15 or more FTEs or an annual charitable turnover of more than \$700,000]

Full-time contractors are also considered as full-time employees (FTEs). If you are a national or international organisation, the size you select should be based on your Canterbury staffing levels.

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## QUESTIONS

### Question 1: THE PLAN

We know that great customer experience doesn't happen by chance. What is the strategy behind your outstanding service to your customers? (Word count: Maximum 400 words)

Things to consider:

- What were your top priorities when building your strategy?
- How did you know what your customers wanted and needed?
- Outline the goals you had and how you planned to achieve them.
- What were the challenges and wins you had along the way?
- Did the pandemic impact your plan? If so, how did your plan evolve?



### Question 2: THE ACTION

Strategies are important, but to be truly effective, you need to walk the talk. How have you executed your plans, and what sets you apart in your service offering? (Word count: Maximum 400 words)

Things to consider:

- Outline how you moved from words to action, noting any challenges and how you overcame them.
- What part did your team play in the implementation?
- How did you lead your team? Note any leadership and management actions that made a difference.

### Question 3: PERFORMANCE

Success can be measured in a lot of different ways. How do you know when you've achieved success in customer experience? (Word count: Maximum 400 words)

Things to consider:

- What are your measures of success?
- Talk through the business growth you've experienced as a result of great customer experience.
- Let us know about any rewards and recognition you've received.

### Question 4: YOUR BUSINESS IMPACT

What positive social and environmental impact has your business had? (Word count: Maximum 400 words)

Things to consider:

- Staff wellbeing, sustainability, social responsibility activities and actions which demonstrate value and impact.

### Question 5: SUPPORTING INFORMATION

What else would you like to share with us to support your entry? (Word count: Maximum 200 words)

## SCORING

- |                          |    |
|--------------------------|----|
| ▪ The Plan               | 10 |
| ▪ The Action             | 10 |
| ▪ Performance            | 10 |
| ▪ Business Impact        | 10 |
| ▪ Supporting information | 5  |