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| **2025 St. Lucia Business Awards**  **People’s Choice Award** |



ENTRY CRITERIA –

*Persons Vote online for their favorite business based on one or all the below criteria:*

* Going above and beyond the expected level of service; friendly & helpful
* Has strong product and service knowledge and offers customers great value for money
* Resolves customer disputes and complaints speedily and fairly
* Recognized by the public as a model organization

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**Guidelines for Submission**

Applications should be made by completing the application form with type written answers to all questions. All forms should then be submitted electronically. Appendices can be submitted in support of the application where necessary. When attaching continuation sheets please ensure that they are properly numbered consistent with the question being answered.

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| **Company Details**  ***Please complete these details as you would wish them to appear in any publicity or literature*** | | | |
| **Full Company Name** |  | | |
| **Address** |  | | |
| **Email** | Email | | **Website** |
| **Type of Company** | Small Business (1-20 employees) | | Large Corporation (21+ employees) |
| **Nature of Business** |  | | **Sector** |
| **Business Registration Number** |  | | **Number of Employees** |
| **Describe Your Business and Its Operations (50 Words)** |  | | |
| **Entrant Details (Person Responsible for this Entry)** | | | |
| **First Name** |  | | |
| **Last Name** |  | | |
| **Job Title** |  | | |
| **Telephone No.** |  | **Mobile Number** | |

**How the Award Criteria are met**

**Responses should be 250 words or less unless otherwise specified**

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| **1. In 400 words or less, please give a comprehensive description of your customer service policy and how it provides you with a competitive advantage in your industry** | | |
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| **2. What steps have you taken to inculcate a service attitude in your staff, that exceeds customer expections** | | |
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| **3. Please describe any customer feedback mechanisms that you employ in monitoring customer satisfaction and securing recommendations for service improvements** | | |
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| **4. If possible, indicate the linkage between your customer service policy and your company’s sales and profitability. Provide at least 2 examples** | | |
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| **5. Please provide the following information:** | | |
| **Chief Executive** (name only) |  | |
| **Managing Director** (name only) |  | |
| **Press/PR** (name and contact no) |  | |
| **DECLARATION**  I hereby certify that the information given in this entry form is correct. | | |
| Name: | | Position: |
| Signed: | | Date: |

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| **RULES OF ENTRY** |
| 1. Each entry must be submitted on a fully completed application form (or copy thereof). Eight copies must be submitted and soft copies emailed to [info@stluciachamber.org](mailto:info@stluciachamber.org). (Please note additional pages and supporting documents may also be attached, but the organizers take no responsibility for their safe keeping).  2. Word count must be stated in areas where requested  3. Submissions exceeding 10% of the required word count will be disqualified  4. No adjustments are to be made to the forms  5. No applicant should have any court cases pending (Applicable for personal award)  6. Qualifiers for business of the year Award should submit applications in various categories  7. The judge’s decision will be final, and no correspondence will be entered into before or after the judging unless feedback has been requested and paid for at the time of entry.  8. The entry must be received at the offices of the St. Lucia Chamber of Commerce, Industry and Agriculture by the close of business **September 9th, 2025**  9. The organizers are not liable for any costs incurred by applicants during their judging process.  10. Once a company is announced as a finalist, it cannot withdraw from the competition.  11. **The Period of review for each submission is January 2024 to June 2025.** |