

Best Customer Experience - Retail

Application Criteria

This category will be judged upon each applicant's (2000 word max) entry statement. Please note that your entry should be no more than 2000 words in total, which includes your 250 word summary.

1. **Please demonstrate how you provide exceptional customer service or how you create outstanding customer experiences**
2. What innovative and effective strategies have you used to improve customer satisfaction.
3. **Achievement of measurable results in customer satisfaction, retention, or loyalty. Please show evidence**
4. Implementation of successful customer feedback strategies and incorporation of customer feedback into business decisions and plans
5. **What technology has been introduced to enhance the customer experience and/or improve customer service operations?**
6. Demonstrate Success in resolving customer complaints or issues in a timely and satisfactory manner
7. **What measures does your organisation have in place to gather and analyse customer feedback?**
8. How does the organisation personalise the customer experience to meet individual customer needs and preferences?
9. **How quickly does the company respond to customer inquiries and complaints?**
10. What communication channels are available for customer contact (e.g. phone, email, chat, social media)?
11. **Do you provide a seamless and convenient purchasing process for customers?**
12. How do you provide proactive support and anticipate customer needs before they arise?
13. **What training do you provide for your teams? - How do you train your customer service representatives to handle customer interactions?**
14. Do you have a customer loyalty program or other initiatives to reward and retain customers?
15. **How do you compare to competitors in terms of customer satisfaction ratings and reviews?**