# Most Customer Friendly Website

This category will be judged upon each applicant's entry statement. Please note that your entry should be **no more than 2000 words in total.**

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| 1. | **Describe the key features and design elements of your website that contribute to its customer friendliness. How does your website enhance the overall user experience and make it easier for customers to navigate and find information?** |
| 2. | **Share examples of specific customer-friendly features or functionalities implemented on your website. How have these features positively impacted the customer experience and engagement with your brand?**<br><br>*(Applicants can provide real-life instances where these features have positively influenced the customer experience, improved engagement with the brand, or facilitated seamless interactions.)* |
| 3. | **How do you ensure the accessibility and usability of your website for a diverse range of customers? Please describe any design considerations or user testing processes implemented.**<br><br>*(This question assesses the organization's approach to ensuring accessibility and usability of the website. Applicants can describe the design considerations, user testing processes, or accessibility features implemented to ensure that the website is user-friendly and accessible to a diverse range of customers, including those with disabilities.)* |
| 4. | **Explain how your organization gathers and incorporates customer feedback to continuously improve the customer friendliness of your website. What methods or tools do you use to collect feedback and prioritize improvements?**<br><br>*(Applicants can describe the methods or tools used to collect customer feedback, such as surveys, user testing, or feedback forms, and how this feedback is utilized to prioritize and implement website enhancements.)* |
| 5. | **Share any innovative or unique elements of your website that set it apart from competitors in your industry in terms of customer friendliness and usability.**<br><br>*(This question encourages applicants to highlight any innovative or unique elements of their website that differentiate it from others in the industry. They can describe features, functionalities, or design choices that have contributed to exceptional customer friendliness and usability, setting their website apart as a leader in customer experience)* |