

Best Customer Experience – Hair / Beauty

This category will be judged upon each applicant's entry statement. Please note that your entry should be **no more than 2,000 words in total**.

1.	Please provide a brief overview of your organisation's customer experience strategy, and its alignment with your overall business goals.
2.	Describe a specific customer experience initiative or program your organisation implemented that resulted in significant improvements in customer satisfaction and loyalty. <i>(You can showcase a particular project or initiative that had a positive impact on customer experience outcomes and provides evidence of their success)</i>
3.	How does your organisation measure and track customer satisfaction and feedback? Please outline the key metrics and tools utilised. <i>(This question seeks information on the organisation's methods for capturing customer feedback, measuring satisfaction levels, and utilising data to inform decision-making and improvements.)</i>
4.	How has your organisation successfully resolved a challenging customer issue or complaint, turning it into a positive customer experience? <i>(This question allows applicants to showcase their problem-solving skills and highlight instances where they effectively addressed a difficult customer issue, ultimately transforming it into a positive experience for the customer)</i>
5.	How does your organisation foster a culture of customer-centricity among employees? <i>(Describe any training, recognition, or engagement programs in place)</i>
6.	Analysis of customer surveys/reviews/feedback forms <i>(Stories and endorsements from customers about their experience)</i>