

Best Customer Experience – Leisure/Spa

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. (200-400 words)
2.	<p>Describe a specific customer experience initiative or program your organisation implemented that resulted in significant improvements in customer satisfaction and loyalty. (200-400 words)</p> <p><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></p>
3.	<p>Describe the organisations use of technology. (200-400 words)</p> <p>(Have you introduced any digital or tech-based enhancements (e.g., online booking, wellness apps, digital check-ins)? What strategies do you use to encourage guest loyalty and repeat visits?)</p>
4.	<p>How has your organisation successfully resolved a challenging customer issue or complaint, turning it into a positive customer experience? (200-400 words)</p> <p><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></p>
5.	<p>Describe Staff Training & Development . (Max 300 words)</p> <p>(What specific training programs do you provide, How do you train your team to handle high-stress or emotionally charged guest situations, How are staff empowered to adapt and surprise guests?)</p>
6.	<p>Analysis of customer surveys/reviews/feedback forms</p> <p>(Stories and endorsements from customers about their experience)</p>