

Bournemouth Tourism Awards 2010

Outstanding Customer Service of the Year

Who can enter?

Any individual or team operating within the boundaries of Bournemouth Borough Council or are members of Bournemouth Tourism, that feel they have made an effort to provide the best customer service they can whilst not allowing other aspects of their business/service to deteriorate.

Please answer all of the following questions and provide supporting information where appropriate. Refer to the guidance notes to assist you in completing this form.

Contact details

Contact Name:.....

Business Name:.....

Address:.....
.....

Telephone:.....

Email:.....

Website:.....

Business Details

Please state how long you have been operating as a business
.....

Please state how many staff you employ (full and part time)
.....

How many members of staff have undergone customer service training within your business?
.....

Section 1: Commitment to excellence

A) Please describe how you ensure your customers are given the highest quality experience (max 300 words)

PLA)

Guidance notes

In your answer think about the following:

- **How you deal with enquiries and bookings**
- **Information you provide to your guests**
- **Excellent customer care**
- **Facilities and services you provide**
- **What sets you above your competition?**

Section 1: Commitment to excellence

B) Please describe the team or individual and why they should be recipients of the Outstanding Customer Service of the Year 2010 (max 300 words)

PLA)

Guidance notes

In your answer thinking about the following:

- **Investment in time and money to improve facilities and customer care**
- **Customer care must be of high priority through all services offered**
- **Evidence of good team work and team building exercises is beneficial**
- **Friendly and knowledgeable staff are essential**

Please note that at various stages of the judging process, mystery shopping will be undertaken to those businesses that are short listed and finalists

Applications will be considered by scoring each answer against the criteria. Applications will be viewed by Bournemouth Tourism and judging will be undertaken by The Bournemouth Tourism Management Board.

If you are hand writing your application please ensure that it is as clear as possible to enable the judging panel to easily read your information.

In order to ensure parity and fairness to all entrants, any wording above the specified word count will not be considered in the judging process.

For more information please visit www.bournemouth.co.uk

Please return this application and supporting evidence by email to TourismAwards@bournemouth.gov.uk or by post to:

**Amanda Malone
Bournemouth Tourism Awards
Tourist Information Centre
Westover Road
Bournemouth
BH1 2BU**

DEADLINE FOR APPLICATIONS: MIDDAY MONDAY 4th OCTOBER 2010

SCORING MATRIX – For Judges’ use only		
Section	Score	Out of
Business details		6
1A		20
1B		20
TOTAL		46