**Micro Business Excellence in Customer Service Award***(Please note that all applications forms need to be uploaded to the IW Chamber Awards website along with supporting documents. Emailed or posted forms will not be accepted)*  
This award recognises exceptional levels of service and customer care in a business employing up to 9 staff. Judges will be looking at evidence of how the business goes above and beyond customer expectations, with strong customer care ethos and targets. We’ll also be looking for investment in training and how high standards of customer care have contributed to business growth.

**1. Introduction** – *Tell the judges about your business. Tell us what you do and who /where your customers are. Give us a bit of background about your organisation – what you do, how you started your journey, how long you have been established, how many staff you employ and any other information you believe is relevant.*

**2. What is your customer service concept and strategy?** (20 marks)

**3. Evidence of customer satisfaction and quality of service / product. Feel free to include external ratings (eg Trustpilot, Tripadvisor, social media) or industry awards.** (10 marks)

**4. How do you stand out from your competitors and thereby raise the standards in your sector?** (30 marks)

**5.** **Financial performance so far. Provide solid evidence of turnover, profit, growth etc.** (20 marks)

**6.** **Future potential. Demonstrate projections for future growth and sustainability of business.** (10 marks)

**7. Innovation. Can you show examples of how your business has innovated to grow?** (10 marks)

**8. External web links if appropriate.** (0 marks)