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**Customer Service of the Year**

**Stage 2 Interview Dates: 18th & 25th September 2025**



**Criteria**

* *Open to all businesses who have provided an exceptional, above and beyond level of service.*
* *Entries must have a Doncaster focus in particularly references your business has had on the area or community.*
* *Max word count for scored question of 1000 words.*
* *Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures. Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).*
* *All completed entry forms must be returned back to* [*awards@doncaster-chamber.co.uk*](mailto:awards@doncaster-chamber.co.uk) *by Sunday 8th June 2025.*
* *Please ensure to block stage 2 interview dates out in your diary should they be needed as they cannot be moved or changed to an alternative.*
* *Stage 2 judging visits will take place at your premises listed below. If you do not have an alternative you will be required to find a room where this can be held.*
* *Maximum 3 categories per company can be entered.*
* *All entries will be screened prior to stage 1 and entries with limited information will not be put forward for judging.*

**Guidance**

* Describe how the customer is placed at the centre of your business and how customer feedback feeds into your approach. Evidence that you have a customer-centric culture, try breaking down all of the different ways that clients interact with your business, demonstrate that you have an understanding of their needs, and then describe how your products and/or services reflect those needs.
* Detail how you use customer service to drive customer loyalty. Use examples about your responsiveness, your proactivity, your efficiency, the way that you tailor services to individual customers, or your track-record for acting upon feedback. Anything that you do to cultivate a base of loyal, regular customers is worth mentioning here. Ensure to include metric or stats showcasing high customer retention.
* Explain what differentiates your approach to customer service from that of your competitors.
* Explain how has customer service contributed to your financial success, performance and growth including metric or stats.
* Demonstrate that your approach to customer service is indeed working and paying off. For example, have you seen a dramatic surge in revenue, attracted many new customers (and retained the existing ones), or experienced noteworthy growth? Make sure to provide concrete examples, whether they be stats, figures or case studies.

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Company Name:

Contact Name:

Contact Number:

Email:

Address for Stage 2 Interview Visit if Required:

How many employees does you company employ (full time equivalent):

**Please briefly tell us about your business to provide the judges with some context for your answers. Here, you may want to reference your sector, main business activities, competitors, products and services.** (Max. 400 words, unscored)

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2023/24 | 2024/25 | 2025/26 (Projected) |
| Turnover |  |  |  |
| Profit |  |  |  |

Should you win in your category, we will play a song of your choice as you walk up on stage to collect your award. Please list your first and second choices below. Doncaster Chamber reserves the right to change any song. If no track is selected, Doncaster Chamber will allocate a song on your behalf.

**First Choice Second Choice**

**Why does your business deserve to win this award? (Max 1000 words)**

