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## **NOMINATION FORM** | Service Star Award

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| **Business Name:** |  |
| **Contact Name:** |  |
| **Contact Title:** |  |
| **Contact Email:** |  |

### **Award Description**

### This award celebrates a service-based business that is best-in-class when it comes to building new connections and enhancing existing relationships with customers this past year (September 2024 to September 2025). Tailoring your business to see customer service as the cornerstone of performance is how you’ve differentiated yourself and created a strong brand image that keeps that customer coming back for more. You’ve found ways to launch new service offering(s), developed a new or innovative way to reach customers, and you take pride in how you positively and effectively approach challenges your customers face (constantly instilling that service standard pride in others). Whatever the specific circumstance, if you switched things up to better serve your customers, this is the award for you.

**Eligibility Criteria**

* Must be a member in good standing of the Board of Trade.
* Noted contributions/actions must have taken place from September 2024 to September 2025.
* Demonstrate an innovative approach to the way in which your business operates and/or meets its primary objectives tied directly to a new, emerging, or changing customer needs.
* Have a strong focus on the needs of the customer through effective market research, engagement with customers, strategies, and/or customer feedback.
* Two testimonials from customers who experienced your quick attention and adapted delivery model.

### **Nomination Form**

1. How did you know you needed to think differently this past year? What challenges or opportunities were you facing?

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1. Tell us about why this approach was the right fit for your customers. To do so, please provide insights on your customer’s needs through market research, engagement, strategies, and/or customer feedback. In short – how did you know your new approach would provide better service to your valued customers?

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1. Please share two testimonials from customers who experienced your stellar new customer service.
   1. TESTIMONIAL 1:

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*Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.*

* 1. TESTIMONIAL 2:

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*Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.*

1. Is there anything else you’d like to share?

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**PLEASE NOTE:** By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2024 and September 2025. Nomination forms must be completed in full and [uploaded through our website](http://members.stjohnsbot.ca/form/view/36968) to be considered for judging. **Nominations are open from July 10th to September 16th, 2025 at 11:59 p.m. (NDT).**   
  
*Should you have questions on your nomination application please reach out to: Shanelle Clowe-Hillier, sclowe@bot.nf.ca*