

WALES BUSINESS AWARDS 2023

B2B Customer Commitment Award

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You might have seen less of your customers in person over the past three years and with the cost of doing business crisis your customers might also be facing challenges in their business. How have you kept your customer relationships at the forefront of your business and delivered excellence?

With this award we are recognising those Welsh businesses that truly have customer relationships at the heart of their business and strive to go that bit further for their clients.

Provide a 3-4 minute video answering the following questions:

1. Provide a brief description of your business, describing the products / services you provide
2. Describe your plans for future growth / development
3. Why should your business win this category?
4. Explain how winning this category would impact your business

Upload your video to a suitable video-sharing platform where we can download (eg. Dropbox, Google Drive, wetransfer etc)

If you are shortlisted you will be invited to an online interview where you will be asked the following questions:

1. How have you incorporated your client care standards into your business plan? How have you put your customer at the forefront of your business?
2. How do you measure your business performance for customer care against objectives and how have you performed over the last year?
3. How are your staff trained, developed and motivated to deliver high standards of client relationship trust?
4. What initiatives have you put in place to ensure that you are meeting your client's needs and will continue to meet them in the future?
5. What challenges have you had to face and overcome in your business in the last year?
6. What are the future plans for your business and how will you achieve those?