

WALES BUSINESS AWARDS 2023

B2C Customer Commitment Award

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You might have seen a change in your audience or your customer behaviour since the pandemic and cost of living crisis, so how have you engaged with your customers, kept them at the forefront of your business and delivered excellence to them?

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

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 customer 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 improved standards of customer care?
4. What initiatives have you put in place to improve customer satisfaction and how will you ensure this continues 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?