

Best Customer Service

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Customer Services Strategy

Criterion: Demonstration of a sound and effective Customer Services Strategy

Max 2560 characters

Think about: How is your strategy embedded across your organisation?

- Key principles or service approach
- How it is applied consistently across the business

4



Forward Strategy

Criterion: Forward strategy for Customer Service assisting future growth and development

Max 2560 Characters

- Future plans and priorities
- How your service will continue to evolve

2



Training & Recruitment

Criterion: Demonstration of training and recruitment strategies

Max 2560 characters

How you train your team to deliver excellent customer service.

- Recruitment and onboarding approach
- Ongoing training and development

5



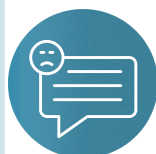
Overall Effectiveness

Max 2560 Characters

How effective your customer service approach is in delivering strong outcomes.

- Key achievements or results
- Customer satisfaction, retention or growth

3



Complaints & Feedback

Criterion: Demonstration of systems in place to manage customer complaints and feedback

Max 2560 Characters

Think about: How do you use feedback to improve your service?

- Systems and processes in place
- Examples of learning and improvement

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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