



**What are your standards of customer service, where are they specified and how are they implemented in the business?**

**What service measurement systems and processes are in place to ensure standards are applied to every transaction?**

**Please give a specific example(s) of exceptional customer service and how it impacted on your business**

**How has your product/service offer gained a competitive edge through customer service?**

**What reward systems are in place to acknowledge good customer service?**

Thank you for completing this application.

Please email it, along with any additional documents, brochures and customer comments that support your application to [entries@bestinbusinessawards.co.uk](mailto:entries@bestinbusinessawards.co.uk) or send it to:

**Best in Business Awards  
Newbury Weekly News  
Newspaper House  
Faraday Road  
Newbury  
Berkshire RG14 2AD**

Completed applications must be received by June 28th.

All short-listed entrants must be available to attend the Awards Dinner, at Newbury Racecourse, on November 1st.

Good Luck!

