

## Application Process: Repeat Award Recipients



Dear Excellence in Customer Service (EICS) Award applicant:

On behalf of the EICS team of evaluators and the Better Business Bureau® of Southern Colorado, we thank you for your continued commitment and hard work we know goes into the application process.

Excellent customer service is a never-ending endeavor and not a destination. The fact your company focuses on customer service elevates our entire community and we are grateful to you.

We want to make this process as easy-to-understand as possible yet challenge you with continuous improvement.

### **The in-person application writing workshop on January 29, 2025.**

**Evaluators look for processes that are documented, tracked, trended and well managed.** They look for explanations and data that show what measures you use and how the data is gathered to ensure excellent customer service. They will also look for the process(es) used to handle customer complaints.

There are many ways to document customer service measurements. Past recipients have shown both qualitative and quantitative data in graphs, charts, surveys, and third-party evaluations to name a few. The data is shown over time to validate trends and demonstrate active management. It is also important to explain what analysis is done with the data and what decisions for change or no change are made to achieve continuous improvement.

There are three categories of customers addressed by the evaluators: stakeholders (vendors, Board of Directors, etc.), internal customers (employees/team members) and external customers.

Finally, take heart and know that we do not believe that there is such a thing as “perfect” customer service! Perfection is a pursuit - not a destination. Companies that have documented, trained, mature customer service processes normally meet the criteria for the award and help set the standard for business excellence within our community.

We look forward to reviewing your application and are here to help in any way we can.

Sincerely,

EICS Core Team *and*

BBB® of Southern Colorado

### **Application Eligibility Requirements**

- Business **MUST BE** located in one of the counties covered by BBB of Southern Colorado.
- Must have been a recipient of the award within the last 2 years.
- Must be an accredited BBB member of Southern Colorado.

The following pages show the format that the application should follow. We recommend using a standard type face with font size **no smaller than 10 points**. The page count shown is the **MAXIMUM number of pages allowed for each section**. You do not have to submit all the allowed number of pages if you can explain your points more efficiently in fewer pages.

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### EICS Application Format

#### Page 1 - Official Entry Form with Payment (Title: Application Customer Service)

The payment, if check, should be made out to "BBB of Southern Colorado". A money order or Credit Card is also acceptable.

#### Page 2 - Better Business Bureau – Media Disclosure and Consent Form

(Signed along with a high resolution, electronic copy (either disc or thumb drive) of the company logo in either jpeg or eps format) Please also provide a high-resolution color photo of the CEO, President or Owner of the company.

#### Page 3 - Organizational Profile with Organization Chart –

The organizational profile is a snapshot of your organization used to quickly understand your business and what you consider important.

- List your main products or service and describe the nature of your business
- Describe your organization and its culture
- Include an organizational Chart

#### Page 4 – Table of Contents

*Please index your supporting documentation to the appropriate category or categories.*

#### Pages 5 – 6 Category 1: Vision and Mission

- How were recommendations from the most recent Feedback Report addressed?
- What changes in your Mission and Vision, if any, have been made since your previous award?

#### Pages 7 – 8 Category 2: Customer Service Philosophy

- Please itemize/detail your key/primary products and services. Are there changes from your last application?
- How were recommendations from the most recent Feedback Report addressed?
- What changes in your Customer Service Philosophy, if any, have been made since your previous award?

#### Pages 9 – 10 Category 3: Customer and Market Assessment

- How were recommendations from the most recent Feedback Report addressed?
- What changes in **Customer and Market Assessment**, if any, have been made since your previous award?

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### Pages 11 – 12 Category 4: Employee Education and Motivation

- How were recommendations from the most recent Feedback Report addressed?
- What changes in your Employee Education and Motivation, if any, have been made since your previous award?

### Pages 13 – 14 Category 5: Customer Service Measures

- How were recommendations from the most recent Feedback Report addressed?
- What changes in Customer Service Measures, if any, have been made since your previous award?

### Pages 15 – 16 Category 6: Customer Service Process(es)

- How were recommendations from the most recent Feedback Report addressed?
- What changes in Customer Service Process(es), if any, have been made since your previous award?

### Pages 17 – 18 Category 7: Results and Continuous Improvement

- How were recommendations from the most recent Feedback Report addressed?
- Please show year-over-year trends from the results data submitted in previous years.
- What changes in Results and Continuous Improvement, if any, have been made since last year?

### Pages 19 – 50 Appendix of Supporting Documentation for the above categories

This could include samples of charts, graphs, processes, reports, parts of a handbook, which show tracking and trending to support the discipline and consistency of your system(s).

**Make sure supporting documentation is referenced to the pages in the appropriate Category or Section.**

## APPLICATION CHECKLIST:

**Please make sure that the following items have been included in your application packet:**

- Entry fee in the form of a check, money order or credit card
  - Checks may be made out to: BBB of Southern Colorado
  - Application fees are not considered tax deductible as a charitable contribution but are considered a business expense.
- Organizational profile and organizational chart
- Responses to the seven categories

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- Supporting documentation in appendix
- High-resolution electronic copy of your company logo
  - o To be provided in .jpeg, .png or .eps format
- Signed media release form
- High-resolution color photo of CEO, President or Owner

### Application Eligibility Requirements

- Business must be located in one of the counties covered by BBB of Southern Colorado
- Business **MUST BE** a BBB of Southern Colorado Accredited Business.

**Please submit Applications by Monday, May 12, 2025, by 5:00 pm MST to:**

BBB of Southern Colorado  
Paul Meyers-Bennett  
25 North Wahsatch Avenue, Colorado Springs, CO 80903  
<mailto:paulmb@bbbsc.org>

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President/CEO/Owner: \_\_\_\_\_

Application Contact/Title/Ext: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Years in Business: \_\_\_\_\_ Type of Business: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Number of Branches/Stores/Locations: \_\_\_\_\_

For Profit \_\_\_\_\_ or Non-Profit: \_\_\_\_\_

**APPLICATION FEE:**

From the application fee, companies will receive access to evaluator feedback reports, 2 tickets to the annual award dinner and recognition for their commitment to customer service. Applicants deemed to have a mature customer service process will be considered for the award.

Category	For Profit Company	Non-Profit Company
	Accredited Business	Accredited Business
Small 1- 20	\$300	\$275
Midsized 21-99	\$400	\$350
Large 100+	\$500	\$400

**Statement of understanding:**

*We understand this application will be reviewed by a team of evaluators. Should our company be selected for a site visit, we agree to welcome the site team and facilitate an open examination. We also understand this award recognizes quality process and is not to be viewed as an endorsement or certification of any product or service, nor as an endorsement by the Better Business Bureau of Southern Colorado. Former award recipients are eligible to receive the award if all criteria are met. All submissions are confidential and will be reviewed by an independent team of evaluators who sign a confidentiality agreement. The evaluators will adhere to an established code of ethics addressing evaluator performance and conflict of interest issues.*

***I have attended or viewed on YouTube the Applicant Writing Workshop Overview:***

\_\_\_\_\_ *Initials* \_\_\_\_\_ *Date*

**Signature of authorized company representative:**

\_\_\_\_\_ *Date* \_\_\_\_\_

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BETTER BUSINESS BUREAU®

Media Disclosure and Consent Form



I hereby voluntarily and irrevocably grant to the Better Business Bureau (BBB) system (including the International Association of Better Business Bureaus) permission to include me in audio, live or recorded interviews, take video and photographs of me and to reproduce, use and publish my image, with or without my name, title, and name of business in perpetuity for all purposes in all forms and media throughout the world.

I understand that I will not inspect or approve versions of my image used for publication or the written copy that may be used in connection with my image.

I also release the BBB system from any and all claims that arise from the reproduction, use and publication of my image, audio files or video files.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number(s): (work) \_\_\_\_\_ (cell): \_\_\_\_\_

Date: \_\_\_\_\_