

Application Process: First-time Applicant *

*(Applied 3 or more years ago)



Dear Excellence in Customer Service (EICS) Applicant:

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

Excellent customer service is a never-ending endeavor – it is 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.

The in-person application writing workshop on January 29, 2024.

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 assure 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, and 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.
- Business MUST BE a BBB of Southern Colorado accredited business.

The following pages show the format that the application should follow. We recommend using a standard typeface with a 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

- Please cite your vision and mission statements and briefly explain how they were developed.
- What evidence is there that shows the vision and mission statements include a customer service focus? How are these statements fulfilled within the organization?

Pages 7 – 8 Category 2: Customer Service Philosophy

- Describe your overall customer service philosophy for your brand. (Explain how your organization views, treats and communicates with customers)
- How does your organization determine customer needs and wants regarding products and/or services? (Vehicles such as focus groups, surveys, or other instruments to get external customer, employee, and stakeholder input.)
- Please itemize/detail your key/primary products and services.

Pages 9 – 10 Category 3: Customer and Market Assessment

- Explain how you determine your target customers and key market segments.
- Detail how you use market assessments to develop customer processes and procedures.
- Who is your competition? (detail local, national, and/or global competitive companies as relevant).

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- What are the key elements of your brand, its services, products, and delivery that truly differentiate your company from your competition?

Pages 11 – 12 Category 4: Employee Education and Motivation

- Explain your customer service training for employees (if any).
- How has your internal customer service training impacted the quality of your customer service? *(Provide example documentation that showcases changes/improvements)*
- How do you encourage and enable employee cooperation, initiative, and empowerment to achieve your goals for customer service excellence?
- How do you incorporate customer service results in your employees' performance assessments?
- Please describe (and provide documentation of) any incentive programs that recognize employees who deliver excellent customer service.

Pages 13 – 14 Category 5: Customer Service Measures

- Detail your current customer service tools to collect data. (ie. surveys, reviews, focus groups *(Show tools and data in the supporting documentation)*)
- Detail your current customer service measurements for employees (internal). (For example, engagement, retention, satisfaction)
- Detail your current customer service measurements for customers (external). (For example, engagement, retention, satisfaction, referrals)
- How do you utilize the data to *improve the customer service experience?*

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

- Describe, define, or outline your key customer service processes *(from initial greeting to sale, to follow-up, retention practices, and any necessary resolution(s) processes)*
- What techniques/methods are used to share employees (internal) and customer (external) satisfaction/dissatisfaction information within your organization? (if any).
- How do you regularly monitor and improve these processes to better meet your customer's expectations?
- How is your data gathered, tracked and analyzed? *(Provide examples/documentation of data gathered).*
- Do you currently have a customer referral reward program? If so, please describe and provide real examples.
- Share how collected input from employees (internal) are utilized to update, and revise customer service processes.

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- Share how collected input from customers (external), suppliers, and partners are utilized to update, and revise customer service processes.

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

- How do you analyze and use your customer service measurements from Category 5 to IMPROVE your customer service on a regular basis? *(Provide examples of employee, customer, and vendor results utilized to improve customer service)*
- Describe how you research industry best practices for customer service in your field. (Explain how you track, analyze, and implement this information to revise/update your processes.)
- How often do you review your customer service processes for updates and improvements?
- Explain any process changes made due to the analysis of data from any measurement tools.

Repeat Award Recipient Extra Questions

- Show upwards/downwards trends of key customer service indicators year-over-year.
- What have you learned from reviewing year-over-year trends and what, if any, adjustments have you made to your customer service processes from your analysis?
- Are you willing to dedicate 1-2 people from your business who have participated in past EICS processes for 5-10 hours to support a new EICS APPLICANT through the process? Would you be willing to allow one of your personnel to volunteer as an Evaluator? (Approximately 25 - 30 hour commitment from May - mid August)


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

This could include samples of charts, graphs, processes, reports, and 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
 - o Checks may be made out to: **BBB of Southern Colorado**
 - o Application fees are not considered  deductible as a charitable contribution but are considered a business expense.

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- Organizational profile and organizational chart
- Responses to the seven categories
- Supporting documentation in the appendix
- High-resolution electronic copy of your company logo
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 (El Paso,
- 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: _____