

Application Process: Excellence In Customer Service Award



To our prospective Applicants for **2024-**

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 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. This process is designed to help your company develop a **customer service system** by working through the application categories and questions. We want to make this process as easy-to-understand as possible.

The Categories and Questions shown are from 2023. Since the EICS is also involved in the continuous improvement process, the 2024 Application will be available at the Applicant Writing Workshop hosted by the Better Business Bureau on in January 2024. (Stay tuned for details) There will probably be some changes to the Repeat Award Recipients section as we review the results of the Applicant surveys from 2023.

Sincerely,

EICS Core Team and

BBB® of Southern Colorado

Below are the requirements for eligibility for the Applicants and format of the applications.

Applicant 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.

EICS Application Format

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.

The “guts” of the process and self-evaluation and system development are the Categories and Questions shown on pages 5 through 50.

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.

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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 differentiates 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 showcase 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 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, 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.

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To view the online tutorial for the 2023 Applicant Writing Workshop go to
<https://www.anightofexcellence.org/important-videos>

EICS 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, 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.

EICS Core Team

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