



Excellence in Customer Service

Customer service is one of the most important issues facing retailers, repairers and bodyshops. Outstanding customer service is crucial to the long-term success of any business. Happy customers will be loyal to the business and they will tell others about their positive experience – the best form of marketing.

Given the importance of customer service, programmes and initiatives that work deserve recognition and this award is designed for that purpose.

The award will recognise the most successful attempts to improve customer service from any retailer, repairer or bodyshop.

What are the judges looking for?

Examples of customer service that makes a difference will catch the judges' attention here. The entry must show a genuine understanding of the needs of customers, with a team-based desire to make a difference. Initiatives don't have to transform a business, but they will have to make a difference in some way. As a result, entries that include case studies showing evidence of the initiative's impact will be particularly welcome. Entries accepted from franchised and independent car and LCV dealers.

How to enter

Contact Kate Howard on 01733 468146 or email kate.howard@bauermedia.co.uk