



Westpac
New Zealand
Franchise
Awards 2021



Franchisee Excellence in Customer Engagement

Franchisee Excellence in Customer Engagement

This award recognises a franchisee who demonstrates its commitment to customers and provides consistently excellent customer service.

The winner of this award is not eligible for the Westpac Supreme Awards.

Eligibility criteria

To be eligible for this category the business must have been trading for a minimum of 1 year (as at 1 April 2021) and complete the following business profile and category questions.

Business profile

Please provide an introduction to your business, e.g. what you do, where you are based, how many staff, when you started trading.

The business profile must be one page or less.

Category questions

Category questions responses must be of less than 3000 words in total (generally under 6 pages).

1. What are your significant achievements for the past 12 - 18 months and what do you attribute these to?
2. What is your service philosophy and how does this contribute to your success?
3. Explain how you identify, target and engage with your customers
4. How do you ensure you and your team are able to deliver service excellence?
5. Please provide information demonstrating your business performance:
 - You may want to include customer, staff or other stakeholder feedback or performance indicator metrics
 - Please also provide information on your financial performance for up to the past 3 years.

Entry Notes:

- All entries must be in a minimum font size of 11
- Photos, graphs, tables and other visuals can be used within the entry as well as in an attachment that demonstrates your performance. This attachment is to be a maximum of 3 pages.