

## **CATEGORY 29 – INDIVIDUAL EXCELLENCE IN CUSTOMER SERVICE**

This Award is for an individual who demonstrates outstanding, high-quality, personable customer service in the course of their employment in the WA tourism industry.

### **IMPORTANT NOTES:**

- **Nominations are acceptable from any party except the nominee;**
- There is no nomination fee to enter this category;
- The submission, to be submitted through the online program, must have a limit of 5,000 words. Please include a reference letter from the nominator (in addition to 5,000 words);
- Submissions are due by **5pm Tuesday, July 17;**
- There is no entry to the Qantas Australian Tourism Awards as this is a WA-only award;
- Finalists will be required to attend a 30 minute interview with the judges in Perth or a phone interview for finalists in regional areas;
- The winner will be announced at the 2018 WA Tourism Conference Dinner on Wednesday, September 5. Nominees will be eligible for a 50 per cent discount on Conference registrations;
- The Winner will receive two tickets to the 2018 Perth Airport WA Tourism Awards Gala Dinner on Saturday, November 10 and will be recognised at the event.

### **Question 1 OVERVIEW OF THE NOMINEE (0 Marks)**

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism and their current employment.

**TIP:** *Extracts from the nominees Curriculum Vitae may prove useful.*

### **Question 2 NOMINEE'S PERSONAL SERVICE AND EXAMPLES OF ACTIVITIES (25 Marks)**

Provide specific examples of activities resulting from the nominee's performance that have demonstrated outstanding customer service and outcomes for the business for which they work. Examples should demonstrate passion for exceeding customer expectations and commitment to continuous review and improvement.

**TIP:** *Examples could include testimonials and customer feedback; initiatives or improvements introduced in customer service and/or operations; complaint handling; product knowledge and selling techniques. The emphasis should be on personal and professional commitment to customer service excellence.*



**Question 3 COMMUNICATION SKILLS (10 Marks)**

Outline and provide examples of the nominee's communication and problem solving skills.

**TIP:** *A case study would be suitable here.*

**Question 4 NOMINEE'S CONTRIBUTION (10 Marks)**

How has the nominee contributed to the tourism industry as a whole?

**Question 5 PROFESSIONAL GOALS (5 Marks)**

What are the nominee's professional goals and how will they contribute to the future of tourism in WA?

**TOTAL SCORE: \_\_\_\_/50**