



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 must be made by a third party (from an accredited business) however the submission may be written by the person nominated. You will be required to upload a reference letter at the time of nomination;
- The submission, to be submitted through the online program, must have a limit of 5,000 words.
- Submissions are due by **5pm Monday 1 June 2020**;
- 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 receive two tickets to the 2020 Perth Airport WA Tourism Awards Gala Dinner on Saturday, 7 November 2020 and will be recognised at the event.
- Entry Fee: \$95.00

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 (20 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 (20 Marks)

Outline and provide examples of the nominee's communication and problem solving skills that have occurred in the last 12 months. (1 July 2019 – 30 June 2020)

Tip: A case study would be suitable here. Demonstrate the nominee's capabilities and confidence to go above and beyond.

Question 4. Nominee's contribution (10 Marks)

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

Tip: Does the nominee have memberships with any industry organisation? Do they do any collaborative marketing, industry development activities, mentoring?

Question 5. Professional goals (10 Marks)

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

Tip: Where does the nominee see their career taking them in the next 2 years?

Submission – 60 marks

Interview – 40 marks

Total – 100 marks