

FBD Business Awards in association with Dungarvan & West Waterford Chamber

Criteria: Best Customer Service Award

This category is open to any business that can demonstrate their focus on customer service. Mystery shoppers will look at all aspects of the service provided in terms of staff interaction and the range of services on offer as appropriate to the needs of customers.

The mystery shopper will pay particular attention to -

- The initial impact of the business.
- How the staff interact with customers and enhance the customer experience.
- How the business exceeds customer expectations.
- How the services provided delight the customer.

Criteria	%	Criteria Content
First Impressions	15	Standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity;
Customer Awareness	20	Acknowledgement of customers by staff: welcome; staff availability and presentation
Services	20	Range of services on offer, relevance to customer requirements; availability and accessibility of services to customers; comfortable environment;
Customer Care	30	Product knowledge; efficiency; customer service, customer interaction, information giving and selling skills; friendliness; willingness to help
Overall Experience	15	The customer experience; lasting impressions
Total	100	