

EXCEPTIONAL CUSTOMER SERVICE AWARD

ENTRY CRITERIA

This award will be presented to the parking organisation which has demonstrated a commitment to providing excellent customer service. The category is open to public and private sector parking operators and covers both the off-street and on-street sectors.

The service may be either public facing (aimed at people using car parks) or client facing (services provided to a client parking owner, operator, property owner, government agency, etc)

THE CRITERIA:

- > Nature of parking operation - public, private, free, charged, retail, commuter, etc
- > Type of customer - shopper, commuter, contract, business traveller, etc
- > Nature of service - car park, park & ride, valet service, call centre booking, payment system, etc
- > Innovative ideas
- > Tangible feedback
- > Improvements to the service/business

Where appropriate the following areas should be address and supporting material provided:

- > How clearly defined is the service's role?
- > Examples of services delivered
- > Examples of problems identified and solved
- > Examples of marketing literature, customer charters, etc
- > Evidence of customer satisfaction - surveys, awards, testimonials, external verification of service
- > What quality awards has the operation received - Charter Marks, Investors in People, BS ISO awards, Safer Car Parking Park Marks, etc
- > Success in attracting more customers

HOW TO ENTER

- > Entry is free. Please read the instructions and decide which awards you are going to enter by considering the detailed award criteria
- > Download and complete the entry form (www.britishparkingawards.co.uk). If you are submitting your entry for multiple categories please fill in a separate entry form for each additional category.
- > Assemble photographs and any additional material.
- > Entries should be concise and written elements should be on A4 paper. Please provide at least one unbound copy of your entry.
- > Send your completed entry form and entry material to: **British Parking Awards 2010, Parking Review, Apollo House, 359 Kennington Lane, London SE11 5QY**