



Customer Service of the Year

Stage 2 Judging Date: **Wednesday 16th September 2026, 09:00-18:00 at Eco-Power Stadium**

Eligibility

- This award is open to all businesses who have provided an exceptional, above and beyond level of service.
- Only businesses in DN postcode OR Doncaster Chamber members can apply.

Criteria

- Financials must be completed for your entry to be put forward for stage 1 judging. Should there be any discrepancies in your financials please ensure to explain in your answer.
- Entries must have a Doncaster focus specifically referencing impact your business has had on the area or community.
- Eligible organisations should be reflecting on the past 12 months activity prior to entry
- All completed entry forms must be submitted by Sunday 7th June 2026
- Stage 2 judging will take place on Wednesday 16th September 2026 at Eco-Power Stadium between 09:00-18:00. Please ensure to block this out in your diary should you progress to this stage. This cannot be moved.
- Maximum of 3 categories per company can be entered.
- Word count must be adhered to avoid disqualification

Questions & Guidance

You will be scored against these questions (Max 400 words per question).

1. Explain the vision and performance of the business/organisation, including financial performance
2. Describe how the customer is placed at the centre of your business and how customer feedback feeds into your approach. Evidence that you have a customer-centric culture, try breaking down all of the different ways that clients interact with your business, demonstrate that you have an understanding of their needs, and then describe how your products and/or services reflect those needs.
3. Detail how you use customer service to drive customer loyalty. Use examples about your responsiveness, your proactivity, your efficiency, the way that you tailor services to individual customers, or your track-record for acting upon feedback. Anything that you do to cultivate a base of loyal, regular customers is worth mentioning here. Ensure to include metric or stats showcasing high customer retention.
4. Explain what differentiates your approach to customer service from that of your competitors.
5. Explain how has customer service contributed to your financial success, performance and growth including metric or stats.
6. Demonstrate that your approach to customer service is indeed working and paying off. For example, have you seen a dramatic surge in revenue, attracted many new customers (and retained the existing ones), or experienced noteworthy growth? Make sure to provide concrete examples, whether they be stats, figures or case studies.

Apply here

This will open a Google Form.

Please do not rely on the form to auto-save your submission. We suggest writing your submission externally and pasting into the form.

If you have any questions, please email: awards@doncaster-chamber.co.uk

Non-member fee: £100 +VAT