



## 2019 National Retail Awards

### Customer Experience Champion

The **Customer Experience Champion Award** recognises organisations that have a clear focus on customer service, and have taken innovative steps to enhance the customer experience and journey.

#### Rules of Entry

- All businesses selling a retail product as their primary product with a physical or online store operating in the Australian market are eligible.
- The business must have been in operation for **at least 12 months** and **continue to be in operation at 4 September 2019**. You must notify the NRA if this changes.
- You are welcome to enter even if you have entered or won this award in previous years.
- You must nominate one person in your organisation to be the primary contact for your entry.
- Your business does **not** need to be a National Retail Association member to enter.
- We strongly recommend that all persons considering entering should check the [Award website](#) regularly and subscribe to receive award updates – [click here to register](#).
- There is no charge to enter the awards, however we do recommend that all entrants attend the Gala ceremony. If your company wins, a representative must be present at the gala to accept the Award.
- **For companies with multiple outlets or franchises:**
  - In general, each outlet of your business counts as one entrant - if your company has multiple stores or franchises, you can enter every single location if you so choose, e.g. John's Bakery Malvern, John's Bakery Blacktown.
  - Alternatively, you can just choose to submit your entry as your whole company, but this will mean that no individual locations may enter that same category e.g. if John's Bakery (the company or franchise group) enters, John's Bakery Blacktown cannot enter the same award.
- Purely online retail businesses count as one entrant. Multichannel businesses cannot submit a separate entry for the online component of their business.
- Please note that the NRA reserves the right to disqualify entries if entrants fail to abide by the rules of entry or information provided is found to be false or misleading.

## Judging Process

- Your submission must be entered into the National Retail Awards online portal.
- Submissions must be uploaded to the online portal by **midnight Friday 14th June 2019**. Please do not leave your submission until the last moment. Submissions will not be accepted after the due date.
- You will receive an email receipt verifying that your submission has been received. Please keep this as proof of entry. If you do not receive an email, please contact [marketing@nra.net.au](mailto:marketing@nra.net.au).
- Once the awards portal closes, all entries will be reviewed and assessed by a panel of judges, comprised of industry leaders, academic researchers, retired professionals, and trained consultants. Judges are carefully screened and are not allowed to judge any category which presents a conflict of interest.
- The judges' decisions are final. You must not communicate with members of the judging panel about the awards during the nomination process.
- The top 5 finalists will be announced and notified by email on **Monday 15 July 2019**.
- Finalists should be able to attend the National Retail Awards Gala in **Sydney on Wednesday 4 September**.
- All finalists receive one (1) complimentary ticket to attend the Gala ceremony. Travel and accommodation costs are not covered.
- The winner will be announced at the Gala.

## Key dates

- Mon 8 April                      Submission criteria released
- Mon 15 April                    Online submission portal opens
- Fri 14 June (Midnight)       Submissions close
- Mon 15 July                      Finalists notified by email
- Wed 4 Sept                       National Retail Awards Gala (Sydney)

## Submission

You will be asked the following questions in the online Awards Portal. We recommend that you prepare and save your answers in a Word document (or similar) before using the online Awards Portal. Please follow the structure and word limits provided.

**Your submission should focus on initiatives and developments within the last 12 months.**

### 1. Your business

Include a brief overview on the nature of the business and what you sell. Briefly outline why you believe you deserve this award. *(Max 200 Words)*

### 2. Your customer

Describe your core target market/s and how you align your product offering to their needs/wants. *(Max 300 Words)*

### 3. Customer experience

What strategies have you used to enhance the customer experience and journey in the past 12 months? *(Max 300 Words)*

### 4. Service

How do you ensure your customers receive consistently excellent customer service? *(Max 300 Words)*

### 5. Satisfaction & Loyalty

How loyal are your customers? How do you measure, monitor and address customer feedback? Provide evidence and/or metrics. *(Max 300 Words)*

### 6. Supporting material

You can choose to attach a maximum of three (3) x A4 pages that provide evidence, or support your submission above e.g. charts, images, testimonials and reports. Note: The visual design of the attachments will not factor into judging. *Upload each attachment as a pdf file - Max 1MB per attachment.*

## Have questions?

We strongly recommend that all businesses considering entering an award subscribe to receive Award updates ([subscribe here](#)).

If you have a query about entrant eligibility, or rules of the competition not covered in this document or the FAQs on the [National Retail Awards website](#), please contact us at [marketing@nra.net.au](mailto:marketing@nra.net.au). Please note that it may take up to 2 working days for a response.

To be fair to everyone, the NRA or judges are unable to provide guidance on specific questions in submission criteria.



## National Retail Awards Gala

The National Retail Awards Gala is that one special night in the year where hundreds of Australian retailers come together to take in and celebrate our hard-earned successes, to inspire the next generation of young retailers, and to learn from each other's shared experiences. Oh, and we don't mind having fun as well!

Early bird tickets to the 2019 Gala go on sale on **Tuesday 30 April** priced from \$170pp with additional discounts for group bookings.

Tickets are open to the public and have sold out in previous years - so book early!

[Click here for more information about the Gala.](#)