



KENT INVICTA CHAMBER BUSINESS AWARDS 2025

Excellence in Customer Service 2025

Sponsored by:



Before you begin, please read below:

Total Word Count:

The total word count of your entry should be no more than 3600 words. Entry forms exceeding this word limit will not be accepted by the judges.

A maximum of 5 supporting documents e.g. tables, graphs, photos or press cuttings may be uploaded at the end of this form as part of your entry; total file size for all documents is 5MB. Please note, we can only accept image files as part of your entry (jpg, pdf or png).

Please enter the entrant's name and company name as you would like to see it appear on a certificate/award, should you become a winner.

This form contains 9 questions. Please ensure that you answer all questions. Any entries not adhering to the rules at the end of the entry form will be eliminated at the next round.

| | |
|---|----------------------|
| Contact Name | Name of Entrant |
| Company Name | |
| Company Address | |
| Email Address | |
| Website Address | |
| Telephone Number | Twitter Account |
| Business Sector | Main Product/Service |
| Nature of Business | Number of Employees |
| Legal Status of Company | |
| Year that the business started trading | |
| Which Accredited Chamber are you a member of? | |

Please tick the box if you are **not a member** of the Kent Invicta Chamber of Commerce ☐

| Must be completed* | Financials 2023 | Financials 2024 | Projection 2025/26 |
|--------------------|-----------------|-----------------|--------------------|
| Turnover* | | | |
| Profit* | | | |
| Reserves* | | | |

KENT INVICTA
CHAMBER OF COMMERCE

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BUSINESS AWARDS 2025

- 1. Please provide a brief description of your business, the products or services you supply, your customers and the markets that you operate in.**

You should cover:

- The nature of your business
- Your products and services
- Your customers
- Markets that you operate in

Details (maximum 200 words)

- 2. Summarise the trends in your sales turnover and profit development in the last 2 years, highlighting key events that influenced these trends.**

You should cover:

- Trends that are apparent from financial results rather than the importance of absolute numbers.
- Describe the major events or initiatives that have driven the trends and what you have learnt from these to inform future strategies

Details (maximum 400 words)

- 3. What strategies have you implemented generally and more specifically over the last 2 years to ensure customer service and care remains central to your business model?**

You should cover:

- Structured team development
- Performance tracking and improvement

Details (maximum 500 words)

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BUSINESS AWARDS

2025

4. Can you provide specific examples of initiatives that have positively impacted your business growth during this period, alongside details of how these efforts align with your key objectives and overall strategy for customer service?

You should cover:

- How the initiative supports your long-term goals
- How the initiative improved the customer experience

Details (maximum 500 words)

5. What key customer-focused objectives have you set for your business for the next 3 years? How will these objectives be achieved and how do you monitor these?

You should cover:

- Main objectives for the next 3 years
- How these will be achieved and what level of investment is required
- Affects that these will have on the overall business

Details (maximum 400 words)

6. Please describe the methods used to train, develop, and motivate your staff to enhance Customer Care standards.

You should cover:

- Examples of how staff are trained and developed
- Evidence of motivation strategies that link to improved customer care
- Demonstrated results, such as improved loyalty, satisfaction, or service consistency

Details (maximum 500 words)

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- 7. Please provide an outline of the resource infrastructure supporting your business, including details on the management team dynamics and how this supports your customer care approach and strategies.**

You should cover:

- A clear overview of your internal resource structure eg. people, systems, and tools
- Insight into management team roles and collaboration
- Evidence of how this structure supports customer care delivery and strategy

Details (maximum 400 words)

- 8. What makes you stand out in customer service / care in your local area or industry sector? Please give examples of the customer service initiatives and practices you use that differentiate you from others locally or within your industry.**

You should cover:

- Unique customer service initiatives that go beyond standard practice
- Evidence of local or sector-specific impact
- Clear differentiation from competitors or peers in your region or industry

Details (maximum 500 words)

- 9. Has your company achieved any official recognition for its level of Customer Service and Commitment over the last 3 years? (For example: Certificates, Awards, ISO9001/2015).**

You should cover:

- Certificates and Awards
- ISO9001
- Publicity

Details (maximum 200 words)



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Entry Rules

1. Entries are treated in confidence.
2. All entries must be completed online via 'Judgify' (judgify.me/chamberawards2025).
3. Entries should be in English and must be checked for spelling and grammar.
4. You may upload up to 5 supporting documents at the end of your entry (eg: tables, graphs or photos). The maximum permitted file size is 5MB in total. Please note, we can only accept image files as part of your entry (jpg, pdf or png). Website links used within your entry will not be activated by the judges. Supplementary information may be requested at judging level.
5. Please note the maximum word count for questions relating to your category. This word count limit does NOT include the questions. If your entry exceeds the word count specified it will be disqualified by the judges.
6. Entrants may be asked for staff or customer testimonials.
7. Entries will be judged by an independent and impartial panel of judges.
8. Finalists will be notified on Friday 24th October 2025. Award winners will be announced at the Awards Gala Dinner being held at Westenhanger Castle, Stone St, Westenhanger, Hythe, CT21 4HX on Thursday 20th November 2025.
9. Entry to more than one category is allowed.
10. Applicants must be authorised to enter their organisation into the awards programme.
11. Incomplete entries will not be judged.
12. All entries will be acknowledged on receipt. Entry forms will become the property of Kent Invicta Chamber of Commerce and entries will not be returned.
13. The Chamber reserves the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied.
14. The closing date for entries is at **23:59pm (GMT) on Wednesday 1st October 2025**.
15. These Awards are open to Members and Non-Members of the Chamber apart from Sponsors and those involved with judging.

By registering and completing an entry for the Awards you agree to these terms and conditions

Please tick the box to confirm you have read and agreed to the above rules of entry ☐