

## Questions & Answers

### **Why does the BBB help businesses focus on customer service?**

Studies confirm businesses that focus on quality have significantly higher levels of financial and employee performance than those that do not. An emphasis on high-quality customer service has measurable impact on your business's bottom line.

### **What is the Excellence in Customer Service (EICS) Award Program?**

Excellence in Customer Service is a comprehensive customer service improvement program sponsored by the BBB of SC Foundation to help businesses improve their service practices, increase customer satisfaction and build profitable relationships to keep customers coming back.

### **What are the benefits of the EICS Award Program?**

The primary benefit is that your organization receives a personalized, professional assessment of your customer service process at a very reasonable cost - as low as \$275, depending on the size and type of your operation. A team of independent, professional evaluators will review your application and prepare a detailed, confidential feedback report.

### **Who is eligible?**

Any southern Colorado area business that meets the standards of the BBB of SC may submit an application. You do not need to be a BBB accredited business.

### **Is there any assistance in completing the application?**

The BBB of SC has an EICS informational workshop in the fall of 2009 that explains what EICS is and reviews the application process and time lines. An application writing workshop is held later in the third quarter of 2009. In this workshop, the trainers go through the questions, give examples and answer questions.

### **Should our company apply if we do not have a mature customer service system, or if we don't know where we are in our processes?**

EICS is set up for two purposes; one is to acknowledge companies with mature customer service systems and the second, which we believe is the most important, is to assist companies in achieving a mature customer service system. The application process and feedback report are excellent tools to evaluate, implement and develop your current systems.

### **What is the Excellence in Customer Service Award?**

Organizations that complete the EICS application and are certified as meeting the program's high standards receive the BBB of SC Foundation's Excellence in Customer Service Award. This prestigious honor is presented at a dinner and award gala, which is attended by hundreds of southern Colorado's business and community leaders.

### **How do I apply?**

Visit [www.southerncolorado.bbb.org](http://www.southerncolorado.bbb.org) and go to "For Businesses" and find an application under Programs and Services. Or, contact Cat Eli at 719-636-5076 extension 100 or [eics@bbbsc.org](mailto:eics@bbbsc.org).

## Past Recipients of the EICS Award

### 2010

Amnet, Inc.  
Champion Windows of Colorado Springs  
Freedom Financial Services  
Front Range Arborists  
Genesis MedSpa  
Pikes Peak Workforce Center

### 2009

Champion Windows, Siding & Patio Rooms  
Endodontic Specialists of Colorado, P.C.  
Navakai, Inc.  
The WireNut

### 2008

Active Living  
Freedom Financial Services  
Gutter Helmet of Southern Colorado  
Luisa Graff Jewelers  
Peak Basement Systems  
Pioneer Services – A Division of MidCountry Bank  
Silver Key Senior Services

### 2007

American Medical Response  
Classic Homes  
Liberty Heights – A Senior Lifestyle Community  
Old World Roofing  
Pioneer Services – A Division of Mid Country Bank  
Tire World Auto Service Centers  
T-Mobile  
US Bank – Southern Colorado Region

### 2006

Colorado Technical University  
Endodontic Specialists of Colorado, P.C.  
Handyman Connection  
Oral Surgery Associates of Colorado Springs, P.C.

### 2005

Ent Federal Credit Union  
Liberty Heights Retirement Resort  
Memorial Hospital  
RS Information Systems, Inc.

### 2004

A Byte Above  
Bear Creek Nature Center (El Paso County Parks)  
Charlie Paterson Construction  
Classic Homes

### 2003

Abbott Fire & Safety, Inc.  
Endodontic Specialists of Colorado, P.C.  
Handyman Connection  
Helen Hunt Elementary School—Colo Spgs D11  
Liberty Heights at Northgate  
Overhead Door Company of Colorado Springs, Inc.

### 2002

El Paso County Clerk & Recorder  
Manpower  
Oral Surgery Associates of Colorado  
Springs  
TAC Worldwide Companies

### 2001

Altamira Apartments  
US Homes

### 2000

Classic Homes  
Dance Unlimited  
Pikes Peak Library District  
Shields Real Estate

### 1999

Blazer Electric Supply Co.  
Dr. Soot Chimney Sweep, Inc.  
GoldMine - HEAT Division  
Internet Express  
Premiere Conferencing

### 1998

Empire Roofing Systems  
Endodontic Specialists of Colorado, P.C.  
Goodwill Industries of Colorado Springs  
Griffis/Blessing

### 1997

Century Communications  
Liberty Heights at Northgate

### 1996

Curb Craft, Inc.  
EmergiCare Medical Centers  
YMCA/USO of the Pikes Peak Region

### 1995

Antlers Doubletree Hotel  
Colorado Technical University  
Execu Train  
Heating and Cooling Solutions  
Pacific Architects and Engineers  
Walter Drake & Sons

Did you know that research shows loyal customers spend twice as much as the average customer and stay with your company five times longer? One way to build loyalty in your customers is through an excellent customer service system.

# The Better Business Bureau® of Southern Colorado is honoring the best customer service programs in southern Colorado...

*...Yours could be one of them!*

## EI EXCELLENCE CS IN CUSTOMER SERVICE



Foundation  
Southern Colorado

Excellence in Customer Service (EICS) is designed to recognize superior customer service and improve existing practices. A mature customer service system increases your customer satisfaction and builds profitable relationships to keep your customers coming back.

Your investment to participate in the EICS program is as low as \$275, depending upon your company's category and size. Profit and non-profit businesses and organizations are encouraged to participate. Whether you are an owner, executive director, manager, sales or customer service coordinator, this program can be a tremendous benefit to you and your company.

Participating organizations are honored at the Excellence in Customer Service (EICS) award gala in September, 2011. This is attended by the region's top community and business leaders. Recipients will be announced live at the event.

### WHO IS ELIGIBLE?

- Any southern Colorado area business or organization that meets the standards of the BBB.
- Companies are NOT REQUIRED to be BBB Accredited Businesses.

**ENTRY FEE:** (includes two free admissions to the EICS award gala in September, 2011.)

| Category:      | Employees | For Profit<br>Accredited Business/Non | Non-Profit<br>Accredited Business/Non |
|----------------|-----------|---------------------------------------|---------------------------------------|
| Small Business | 1-20      | \$300/\$400                           | \$275/\$375                           |
| Midsize        | 21-99     | \$400/\$500                           | \$350/\$450                           |
| Large          | 100+      | \$500/\$600                           | \$400/\$500                           |

### AWARD PROCESS:

A panel of professional independent evaluators review the applications. They provide invaluable recommendations in the form of a documented feedback report within 5 business days after the award event in September. You will also receive the opportunity to meet with your evaluation team to discuss their findings in person. **The feedback report is the most important deliverable in the EICS process and will assist you in reinforcing a culture of continuous improvement that results in satisfied, long-term customers.**

The companies and/or organizations who present a compelling case of the approach, deployment and results of their customer service system can anticipate a site visit by the evaluators. It is possible that not all applicants will receive a site visit; therefore, it is important that the application be written and documented to convince the evaluators a site visit would be beneficial. All applicants will receive the full feedback report and the opportunity to speak to their evaluation team.

Recognition will be awarded on APPROACH (how well the customer service system is designed), DEPLOYMENT (the completeness of its implementation) and the RESULTS (measurable) that have been realized from continuous improvement opportunities identified through the system. Recipients of the EICS Award will have documented and demonstrated maturity in all aspects of their customer service systems.

### APPLICATION ASSISTANCE:

Contact the Better Business Bureau of Southern Colorado at 719-636-5076 ext. 100, toll free at 866-206-1094 ext. 100, or e-mail: [eics@bbbsc.org](mailto:eics@bbbsc.org)

**2011 Awards Entry Deadline May 13, 2011**



APPLICATION



## APPLICATION PROCESS

### STEP ONE: ORGANIZATIONAL PROFILE

The organizational profile is a snapshot of your organization. It will be used by the evaluators to understand your organization and what you consider important. **Use no more than two (2) typewritten pages in addition to your organizational chart.**

Please cover the following points:

- In 15 words or less, describe the nature of your organization's business.
- List your main product or service.
- Describe your organizational culture. (This could include your vision, purpose, mission, principles and/or values.)
- List your major customer groups, stakeholders and market segments.
- List your major suppliers and distributors.
- Describe your organization's workforce in terms of job titles and reporting relationships. (May be included in an organizational chart.)

### STEP TWO: EICS CATEGORIES AND ESSAY QUESTIONS

Answer the category questions. Submit your answers to each of the questions with **no more than one (1) typewritten page for each category**. Evaluators require data when they analyze your customer service system. Please provide representative data that shows the features of your customer service system (i.e. charts, reports, processes...). Supporting data should provide evidence that your customer service system is mature. You may **submit no more than fifty (50) pages of supporting documentation total for the entire application**. (Not 50 pages of supporting documentation for each category or question.) Please place sequential page numbers in the footer of supporting documentation.

#### Category 1: Vision & Mission

- a. What is your vision and mission, and how are they developed?
- b. How does leadership determine and communicate the relationship of customer service to your vision and mission?

#### Category 2: Customer Service Plan

- a. What is your plan for creating excellent customer service?
- b. How do you incorporate input from internal and external customers, suppliers and partners into your customer service plan?

#### Category 3: Customer and Market Assessment

- a. How do you determine your target customers and market segments?
- b. How do you determine key customer requirements and expectations?

#### Category 4: Customer Service Measures

- a. How do you measure customer satisfaction and dissatisfaction?
- b. How do you make customer service data and information available to your organization?

#### Category 5: Employee Education and Motivation

- a. How do your employee training and performance management systems support excellent customer service?
- b. How do you promote cooperation, initiative and empowerment throughout your organization?

#### Category 6: Customer Service Process

- a. How do you determine and define your key customer service processes?
- b. How do you improve these processes to better meet your customer's requirements?

#### Category 7: Results and Continuous Improvement

- a. How do you analyze customer satisfaction and dissatisfaction results and trends?
- b. What have you learned from your employees, competitors and customers about customer service and what improvements have you incorporated?

**STEP THREE: OFFICIAL ENTRY FORM**

Name and title of person submitting application: \_\_\_\_\_

Contact phone: \_\_\_\_\_ Contact e-mail: \_\_\_\_\_

Name of company CEO, president or owner: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Alternate phone number: \_\_\_\_\_ Fax: \_\_\_\_\_

**Size of Company:**

- Small (1-20 employees)     Mid-size (21-99 employees)     Large (100 or more employees)
- Number of employees: \_\_\_\_\_ Number of branches: \_\_\_\_\_ Number of years in business: \_\_\_\_\_     For profit     Non-profit

**Statement of Understanding:**

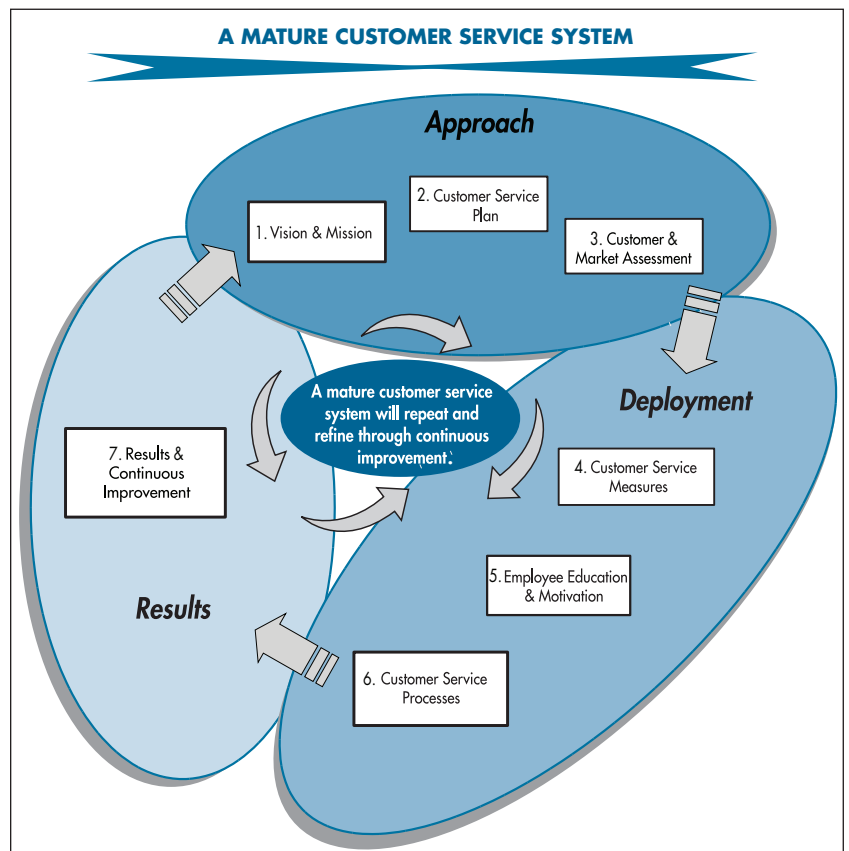
*We understand this application will be reviewed by a team of evaluators. Should our company be selected for a site visit, we agree to welcome the site team and facilitate an open examination. We also understand this award recognizes quality process and is not to be viewed as an endorsement or certification of any product or service, nor as an endorsement by the Better Business Bureau of Southern Colorado. Former award recipients are eligible to receive the award if all criteria are met. All submissions are confidential and will be reviewed by an independent team of evaluators who sign a confidentiality agreement. The evaluators will adhere to an established code of ethics addressing evaluator performance and conflict of interest issues.*

Signature of authorized company representative: \_\_\_\_\_

**Please make sure that the following items have been included in your application packet:**

- Entry form
- Entry fee in the form of a check, money order or credit card
- Organizational profile and organizational chart **(may submit two (2) pages of organizational profile plus your organizational chart)**
- Responses to category questions **(one (1) page per category, seven (7) pages maximum)**
- Supporting documentation **(a total of 50 pages maximum, plus category answers and organizational profile and chart)**
- A black and white, digital photo of the CEO, president or owner of the company
- A high-resolution electronic copy of your company logo in jpeg or eps format

**Please submit five (5) copies of entire application to:**  
 BBB, 25 N. Wahsatch Ave., Colorado Springs, CO 80909.



## What is the Excellence in Customer Service (EICS) award program?

The EICS application is a tool that companies use to analyze their customer service system, while enhancing it and integrating a process of continuous improvement that results in satisfied, long-term customers.

The Better Business Bureau of Southern Colorado launched this program in 1995 to recognize superior customer service, help businesses improve, and ultimately, make our community a better place to live.

Companies don't compete against each other but strive to meet the criteria as it applies to their business. Businesses that meet the criteria are honored with the Excellence in Customer Service award at a spectacular gala in September each year.

### Why apply for the EICS award? (Comments from former EICS award recipients)

- "Apply whether you think you are ready or not. You will find it will improve your business."
- "Applying is about receiving information about the company and customer service – not about winning!!!"
- "One big result of winning the award was that our word-of-mouth business doubled!"

| Platinum Corporate Table<br>\$1250   |
|--|
| <ul style="list-style-type: none"> <li>■ 10 dinners</li> <li>■ Table signage</li> <li>■ Priority seating</li> <li>■ 2 bottles of wine</li> <li>■ Recognition on event gala invitations</li> <li>■ Recognition in event program</li> <li>■ Credit in video shown during dinner</li> <li>■ Recognition on our Website as a Platinum Table Partner</li> </ul> |

### LEVEL OF PARTNERSHIPS:

Applicants may not sponsor the event; however, they are encouraged to purchase a corporate table so co-workers and/or business associates may participate in their evening of celebration.

#### Level One: Event Partner (\$5,000 +)

Platinum table at EICS Award event *plus* recognition in the following venues: ShopMyBBB Web site, gala invitation, event program, video shown during dinner, BBB of SC Website, BBB e-newsletter, Accredited Business guides, recipient media release, EICS recipients' large *Gazette* advertisement, and on our voice response system for 4 weeks.

#### Level Two: Speaker Partner (\$4,000)

Platinum table at EICS Award event *plus* recognition in the following venues: ShopMyBBB Web site, gala invitation, event program, video shown during dinner, BBB of SC Web site, BBB e-newsletter, Accredited Business guides, recipient media release, EICS recipients' large *Gazette* advertisement, and on our voice response system for 3 weeks.

#### Level Three: Contributing Partner (\$2,500)

Platinum table at EICS Award event *plus* recognition in the following venues: gala invitation, event program, video shown during dinner, BBB of SC Web site, BBB e-newsletter, Accredited Business guides, recipient media release, EICS recipients' large *Gazette* advertisement, and on our voice response system for 2 weeks.

### PARTNERSHIP INFORMATION:

Contact your Better Business Bureau of Southern Colorado at 719-636-5076 ext. 100, toll free at 866-206-1094 ext. 100, or e-mail: [eics@bbbsc.org](mailto:eics@bbbsc.org)