



CUSTOMER EXPERIENCE AWARD

The Onswitch/NVS 2011 Customer Experience Award in association with *Veterinary Practice*

THE aim of this award is to find the practice in the United Kingdom which offers the highest levels of customer service: a winner and two runners-up will be selected.

The awards are open to all practices operating in the UK – regardless of size or type – but the award will go to an individual practice (whether or not it is part of a group).

Entrants will be required to show how they provide an extremely high level of customer care – and must in addition provide three testimonials from clients received within the past year (from 1st September 2010).

The judges will be awarding points for the actions you take to make your clients' experiences special – from the first telephone call or contact with your practice, to their time in reception and/or the waiting area, right through to their departure from your premises, and any follow-up process.

We also want to know what educational material you provide, how you keep in contact (whether by newsletter, text messaging or e-mail); we will have a look at your website and other promotional material; and before any practice is short-listed it will be subject to a "mystery shopping" telephone call and, ultimately, an unannounced visit from a member (or members) of the judging panel.

Finally, tell us about the environment you have created, the facilities you provide and the technology you have invested in – and talk about your plans for the future and how you plan to do things even better.

How to enter

To enter, practices should outline in no more than 750 words what they do that is special – and different – to ensure that clients receive the very best of attention at all times. Then submit this with examples of promotional material, photos from the front-of-house areas and the three testimonials from clients – plus any other documentation considered relevant, covering such things as the training given to front-of-house staff, the monitoring of telephone calls, the conversion rate of calls from potential clients to appointments, etc. – to:

The 2011 Customer Experience Awards
Veterinary Practice
30 Diamond Ridge, Camberley,
Surrey GU15 4LD
or e-mail to editor@veterinary-practice.com.

**VETERINARY
Practice**

If your aim is to exceed the expectations of your clients and you are proud of what your practice is achieving in terms of customer experience, then we want to hear from you.



The Facts

Entries close on **4th October 2011**.

Judging will be carried out during the following month and representatives from each of the three finalists will be invited to a lunchtime presentation at the London Vet Show – 24th/25th November.

PRIZES

The winner will receive a trophy and a plaque for the practice, coverage in *Veterinary Practice* and as much local and national publicity as possible and appropriate – plus a day or evening out for practice staff (to a maximum value of £1,000). The runners-up prizes will include a plaque, publicity and a day or evening out to a maximum value of £500. Two members from each of the three finalists will receive free registration to the London Vet Show.

■ No practice is too big or too small to enter these awards: what we are looking for is across-the-board excellence in customer service. The overall winner, and the runners-up, will have achieved – and be achieving – a standard that the judges perceive as outstanding in providing a "customer experience" that really is second to none.