



INDIVIDUAL EXCELLENCE IN CUSTOMER SERVICE

This Award is for an individual who demonstrates outstanding, high-quality, personable customer service in the course of their employment in the WA tourism industry.

IMPORTANT NOTES

- **Nominations are accepted from any party except the nominee.** A reference letter is required as part of the nomination process.
- There is a nomination fee of \$95 to enter this category.
- The submission, to be submitted through the online program, has a limit of 5,000 words. Up to ten images can be included.
- Submissions are due by **5pm Tuesday, 2 March 2021.**
- There is no entry to the Qantas Australian Tourism Awards as this is a WA-only award.
- Finalists will be required to attend a 30-minute interview in Perth or a phone interview for finalists in regional areas.
- The winner will be announced at the 2021 Perth Airport WA Regional Tourism Conference Dinner in Geraldton on Tuesday, 4 May 2021. Nominees will be eligible for a 50 per cent discount on full Conference registrations.
- The winner will receive two tickets to the 2021 Perth Airport WA Tourism Awards Gala Dinner on Saturday, 13 November 2021 and will be recognised at the event.

Question 1. Overview of the nominee (0 Marks)

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism and their current employment.

Tip: Extracts from the nominee's Curriculum Vitae may prove useful.

Question 2. Nominee's personal service and examples of activities (20 marks)

Provide specific examples of activities resulting from the nominee's performance that have demonstrated outstanding customer service and outcomes for the business for which they work. Examples should demonstrate passion for exceeding customer expectations and commitment to continuous review and improvement.

Tip: Examples could include testimonials and customer feedback; initiatives or improvements introduced in customer service and/or operations; complaint handling; product knowledge and selling techniques. The emphasis should be on personal and professional commitment to customer service excellence.



Question 3. Communication skills (20 Marks)

Outline and provide examples of the nominee's communication and problem-solving skills that have occurred in the past 12 months (1 January 2020 – 31 December 2020).

Tip: A case study would be suitable here. Demonstrate the nominee's capabilities and confidence to go above and beyond.

Question 4. Nominee's contribution (10 Marks)

How has the nominee contributed to the WA tourism industry as a whole?

Tip: Does the nominee have memberships with any industry organisation? Do they do any collaborative marketing, industry development activities or mentoring?

Question 5. Professional goals (10 Marks)

What are the nominee's professional goals and how will they contribute to the future of tourism in WA?

Tip: Where does the nominee see their career taking them in the next two years?

Score Weighting

Submission – 60 marks

Interview – 40 marks

Total – 100 marks