

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Clare Award for Excellence in Industry & Manufacturing

Applications are invited from businesses that have designed, implemented and managed an effective infrastructure spanning all business and manufacturing processes to result in significant and sustainable success.

The company may have had significant success with a particular product, process or service, or have achieved sustained, and consistent growth in a difficult environment through exceptional innovation that has brought about significant and measurable performance improvements.

Judges will be looking for

- Factual evidence of quality management processes which have achieved major results
- A clear understanding of how challenges were identified and overcome
- Plans to sustain and build on current success
- Evidence of an innovative response to market trends.
- Sustained growth in manufacturing and diversification in response to market demands.

Entrants will be asked to complete an application form to provide evidence to support their submission and give the judges a clear understanding of how they meet the criteria

Please note that the judges are aware of the commercial sensitivity of information provided and all submitted material will be treated in the strictest of confidence.

	Criteria	Score
1.	Management/System Procedure	
	The implementation of excellent management and system procedures that have measurably enhanced the operation and competitiveness of the organisation	MAX:25
<input checked="" type="checkbox"/>	Identification	
<input checked="" type="checkbox"/>	Implementation	
<input checked="" type="checkbox"/>	Improvement of business operation	
<input checked="" type="checkbox"/>	Measurable success	

2.	Customer Service	
	Excellence in the identification of customer need and/or the delivery of customer service, which is demonstrated by increased customer loyalty and retention.	MAX:25
<input checked="" type="checkbox"/>	Identification	
<input checked="" type="checkbox"/>	Implementation	
<input checked="" type="checkbox"/>	Measurable success	
<input checked="" type="checkbox"/>	Benefits to customers	

3.	Business Growth	
	Demonstration of the growth experienced by the organisation and the positive impact it has had on the organisation's	MAX: 25
<input checked="" type="checkbox"/>	Products, services, profit, markets, staff, market share	
<input checked="" type="checkbox"/>	Impact on organisation	
<input checked="" type="checkbox"/>	Business Success	

4.	Product/Service Development	
	The development of a product and/or service that has had a major impact on the growth of an organisation and has measurably enhanced the product/service offered.	MAX:25
<input checked="" type="checkbox"/>	Research and Development	
<input checked="" type="checkbox"/>	Business Success	
<input checked="" type="checkbox"/>	Measurable success	

>	Total	MAX 100
---	-------	---------



**Ennis
CHAMBER**
IN BUSINESS FOR BUSINESS

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Clare Retailer of the Year

This award is open to all retailers who want to be recognised for their exceptional and unique customer offering. The winner will be able to demonstrate their individuality and innovation in merchandising, product range, services and a real understanding of their customer needs.

Mystery shoppers will judge how well the product range and services reflect the type and size of the store. Stores will gain higher scores by providing value added services which customers may not expect to find in a store their size.

Criteria	%	Criteria Content
General	5	Opening hours; available services and facilities; car parking; ease of access, convenience and signage, health and safety standards.
Image	10	First impressions; standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity; staff availability and presentation.
Product	20	Key departments; product range; brands; quality of fresh produce; out of stocks; control of dated stock; hygiene standards;
Merchandising	15	Overall standard of merchandising; presentation of each department; pricing; shelf talkers; promotions; use of point of sale materials; logical product layout.
Store Services	20	Ease of use; bag packing/gift wrapping; delivery service; ordering facility; range of services on offer.
Customer Care	25	Product knowledge; efficiency; customer service, customer interaction; selling skills; friendliness; willingness to help.
Overall Experience	5	The customer experience; lasting impressions.

FBD Clare Business Excellence Awards 2011

In Association with Ennis Chamber

Criteria: Clare Professional Services Excellence Award

This award is open to all businesses in the professional services sector that can demonstrate excellence in business practise across the full range of their activities.

Judges will be looking for evidence of:

- Robust and sustainable management systems and procedures.
- Clear evidence of ongoing employee development.
- A planned growth strategy in terms of all areas of the business and suitability to service users.
- Evidence of a customer focused culture that is reinforced at all levels of the business.

Company size, available finance and resources will be taken into consideration by the judges.

Entrants will be asked to complete an application form to provide evidence to support their submission and give the judges a clear understanding of how they meet the award criteria.

Please note that the judges are aware of the commercial sensitivity of information provided and all submitted material will be treated in the strictest of confidence.

	Criteria	Score
1.	Management/System Procedure	
	The implementation of excellent management and system procedures that have measurably enhanced the operation and competitiveness of the organisation	MAX:25
<input checked="" type="checkbox"/>	Identification	
<input checked="" type="checkbox"/>	Implementation	
<input checked="" type="checkbox"/>	Improvement of business operation	
<input checked="" type="checkbox"/>	Measurable success	

2.	Employee Development	
	Excellence in the enhancement of employee skills and measurable achievement in encouraging employees to contribute to the success of the business.	MAX:25
<input checked="" type="checkbox"/>	Identification of skills required	
<input checked="" type="checkbox"/>	Implementation	
<input checked="" type="checkbox"/>	Measurement of employee contribution	
<input checked="" type="checkbox"/>	Benefits to the business	

3.	Business Growth Strategy	
	Demonstration of the growth experienced by the organisation and the positive impact it has had on the organisation in terms of	MAX: 25
<input checked="" type="checkbox"/>	Products, services, profit, markets, staff, market share	
<input checked="" type="checkbox"/>	Impact on organisation	
<input checked="" type="checkbox"/>	Business success	

4.	Customer Service	
	Excellence in the identification of customer need and/or the delivery of customer service, which is demonstrated by increased customer loyalty and retention.	MAX:25
<input checked="" type="checkbox"/>	Identification	
<input checked="" type="checkbox"/>	Implementation	
<input checked="" type="checkbox"/>	Measurable success	
<input checked="" type="checkbox"/>	Benefits to customers	

>	Total	MAX 100
---	-------	---------

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Clare Innovation in Business Award

This award is open to any Clare business that can demonstrate how their innovative ideas, processes or techniques have had a positive impact on the success of the business.

Entrants will be asked to give evidence of:

- How they planned and implemented the new system
- How the innovative ideas, processes or techniques have been developed
- What impact this has had on all aspects of the business
- Advantages and improvements that have been brought to the business as a result.

Entrants will be asked to complete an application form to provide evidence to support their submission and give the judges a clear understanding of how they meet the award criteria

Please note that the judges are aware of the commercial sensitivity of information provided and all submitted material will be treated in the strictest of confidence.

Criteria	Score
1. Plans & Expectations	
How clearly the business case for introducing the innovation was identified	MAX:25
<input checked="" type="checkbox"/> Specific objectives	
<input checked="" type="checkbox"/> Challenges to be addressed	
<input checked="" type="checkbox"/> The link to the overall business strategy	
<input checked="" type="checkbox"/> Cost analysis	
<input checked="" type="checkbox"/> Profile/marketing	

2. Design & Innovation	
Degree to which innovative design and/or delivery mechanisms have been used.	MAX:25
<input checked="" type="checkbox"/> Easy of use	
<input checked="" type="checkbox"/> Fit for purpose	
<input checked="" type="checkbox"/> Quality	

3. Impact on business	
Degree to which the innovation has impacted on the business	MAX: 25
<input checked="" type="checkbox"/> Internal customers - staff	
<input checked="" type="checkbox"/> Existing customers	
<input checked="" type="checkbox"/> Potential customers	
<input checked="" type="checkbox"/> Marketing strategies	
<input checked="" type="checkbox"/> Implementation	
<input checked="" type="checkbox"/> Evaluation	

4. Advantages & Improvements	
Advantages and improvements that have been brought to the business in terms of	MAX:25
<input checked="" type="checkbox"/> Efficiency	
<input checked="" type="checkbox"/> Customer service	
<input checked="" type="checkbox"/> Profitability	
<input checked="" type="checkbox"/> Meeting the needs of users	
<input checked="" type="checkbox"/> Markets	
<input checked="" type="checkbox"/> Quality	

> Total	MAX 100
-------------------	----------------



FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Clare Customer Service Excellence Award

This category is open to any business that can demonstrate their focus on customer service. Mystery shoppers will look at all aspects of the service provided in terms of staff interaction and the range of services on offer as appropriate to the needs of customers.

The mystery shopper will pay particular attention to -

- The initial impact of the business.
- How the staff interact with customers and enhance the customer experience.
- How the business exceeds customer expectations.
- How the services provided delight the customer.

Criteria	%	Criteria Content
First Impressions	15	Standard of cleanliness & tidiness; access, use of windows; lighting; layout; signage, corporate identity;
Customer Awareness	20	Acknowledgement of customers by staff: welcome; staff availability and presentation
Services	20	Range of services on offer, relevance to customer requirements; availability and accessibility of services to customers; comfortable environment;
Customer Care	30	Product knowledge; efficiency; customer service, customer interaction, information giving and selling skills; friendliness; willingness to help
Overall Experience	15	The customer experience; lasting impressions



FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Best Place to Eat in Clare Award

This award is judged by mystery diners who will visit each business to sample the unique customer experience.

Each entrant to this category will be judged across all aspects of services and facilities with particular emphasis on the food offering.

Food can be simple or elaborate, so long as it is based on the finest, fresh ingredients, is beautifully presented and tastes superb. Judges will be looking for an uncompromising commitment to flavour, quality and healthy, honest food coupled with excellent customer service and a comfortable and conducive environment.

Criteria	%	Content
Restaurant Facilities	25	Exterior, interior, ambience, cleanliness, popularity relative to day of week.
Food	30	Innovative menu, value for money, quality of food, presentation and quality of service.
Beverages	10	Variety of beers, wines and soft drinks, presentation
Customer Service	25	Welcome and approach, product knowledge, efficiency, staff presentation.
Overall Experience	10	Personal comfort, attention to detail, lasting impression.

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Best Place to Work in Clare Award

This award is open to any Clare employees who believe that they work in the best place in County Clare.

Entrants will be asked to give evidence of:

- How they establish credibility in terms of vision, communication, co-ordinating activities.
- How employees are treated with respect.
- Equal treatment for all is a clear ethos in the business.
- How employees are encouraged to take pride in their work.
- How the atmosphere created in the workplace is conducive to a successful team environment.

Entrants will be asked to complete an application form to provide evidence to support their submission and give the judges a clear understanding of how they meet the award criteria

Please note that the judges are aware of the commercial sensitivity of information provided and all submitted material will be treated in the strictest of confidence.

	Criteria	Score
1.	Credibility	
<input checked="" type="checkbox"/>	Open and accessible communication at all levels	MAX:20
<input checked="" type="checkbox"/>	Competence in co-ordinating human and material resources	
<input checked="" type="checkbox"/>	Integrity in carrying out vision with consistency	

2.	Respect	
<input checked="" type="checkbox"/>	Support of professional development	MAX:20
<input checked="" type="checkbox"/>	Showing appreciation	
<input checked="" type="checkbox"/>	Collaboration with employees on relevant issues	
<input checked="" type="checkbox"/>	Caring for employees as individuals	

3.	Fairness	
<input checked="" type="checkbox"/>	Equity - balanced treatment for all in terms of rewards	MAX: 20
<input checked="" type="checkbox"/>	Absence of favouritism in hiring and promotions	
<input checked="" type="checkbox"/>	Justice - lack of discrimination and process for appeals	

4.	Pride	
<input checked="" type="checkbox"/>	In personal job and individual contributions	MAX:20
<input checked="" type="checkbox"/>	In work produced by the team or work group	
<input checked="" type="checkbox"/>	In the organisation's products and standing in the community	

5.	Camaraderie	
<input checked="" type="checkbox"/>	Ability to be oneself	MAX:20
<input checked="" type="checkbox"/>	Socially friendly and welcoming atmosphere	
<input checked="" type="checkbox"/>	Sense of 'family' or 'team'	

>	Total	MAX 100
-------------	--------------	----------------

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Best Use of Information Communications Technology

This award is open to all businesses that have introduced a computer, internet or e-commerce solution within the last two years.

Using Information Technology successfully is central to the achievement of any business and should enhance and benefit all areas the organisation.

Judges will be looking for evidence of:

- Clear objectives when setting up the new system.
- How the system has brought about measurable business improvements.
- How customers have benefited from the introduction of the new system.
- How the system is fit for purpose and 'user-friendly'.

Judges will take into consideration the company size, available finance resources and existence, or not, of an IT department. They will be looking at planning, implementation and evaluation of the solution in addition to the innovation and design.

Criteria	Score
1. Plans & Expectations	
How clearly the business case for introducing the technology was identified	MAX:25
<input checked="" type="checkbox"/> Specific objectives	
<input checked="" type="checkbox"/> Challenges to be addressed	
<input checked="" type="checkbox"/> The link to the overall business strategy	
<input checked="" type="checkbox"/> Cost analysis	
<input checked="" type="checkbox"/> Profile/marketing	

2. Design & Innovation	
Degree to which innovative design and delivery mechanisms have been used.	MAX:25
<input checked="" type="checkbox"/> Easy of use	
<input checked="" type="checkbox"/> Fit for purpose	
<input checked="" type="checkbox"/> Quality	

3. Impact on business	
Degree to which the technology has impacted on the business	MAX: 25
<input checked="" type="checkbox"/> Internal customers - staff	
<input checked="" type="checkbox"/> Existing customers	
<input checked="" type="checkbox"/> Potential customers	
<input checked="" type="checkbox"/> Marketing strategies	
<input checked="" type="checkbox"/> Implementation	
<input checked="" type="checkbox"/> Evaluation	

4. Advantages & Improvements	
Advantages and improvements that have been brought to the business:	MAX:25
<input checked="" type="checkbox"/> Efficiency	
<input checked="" type="checkbox"/> Customer service	
<input checked="" type="checkbox"/> Profitability	
<input checked="" type="checkbox"/> Meeting the needs of users	
<input checked="" type="checkbox"/> Markets	
<input checked="" type="checkbox"/> Quality	

> Total	MAX 100
-------------------	----------------

FBD Clare Business Excellence Awards 2011 In Association with Ennis Chamber

Criteria: Best Tourism Hospitality in Clare Award

This category is open to any tourism or hospitality business including hotels, conference and banqueting venues, visitor attractions, museums, historic houses, and exhibition centres.

Judges will be looking for evidence of:

- An increase in visitor numbers and activities undertaken to improve low season numbers.
- Commitment to excellence across all areas of the business
- Sustainable and environmentally sound practices across all areas of the business, supporting and involving the local community
- A range of marketing activities which provide visitors with comprehensive and accessible information

Company size, available finance and resources will be taken into consideration by the judges.

Entrants will be asked to complete an application form to provide evidence to support their submission and give the judges a clear understanding of how they meet the award criteria.

Please note that the judges are aware of the commercial sensitivity of information provided and all submitted material will be treated in the strictest of confidence.

Criteria	Score
1. Visitor numbers and seasonality	
<input checked="" type="checkbox"/> Increase in visitor numbers	MAX:10
<input checked="" type="checkbox"/> Products, packages, partnerships or promotions implemented to improve low season numbers	
<input checked="" type="checkbox"/> The link to business strategy	
<input checked="" type="checkbox"/> Target audience	

2. Commitment to Excellence	
<input checked="" type="checkbox"/> Excellence of procedures for enquires, bookings and complaints	MAX:30
<input checked="" type="checkbox"/> Information supplied to visitors	
<input checked="" type="checkbox"/> Customer care and welcome	
<input checked="" type="checkbox"/> Facilities and services	
<input checked="" type="checkbox"/> Interpretation and educational aspects	
<input checked="" type="checkbox"/> Staff training and development	

3. Sustainability	
<input checked="" type="checkbox"/> Water and waste reduction	MAX: 30
<input checked="" type="checkbox"/> Involvement with the local community	
<input checked="" type="checkbox"/> Supporting the local economy	

4. Marketing	
<input checked="" type="checkbox"/> Promotional campaigns	MAX:30
<input checked="" type="checkbox"/> Ease of finding information on website	
<input checked="" type="checkbox"/> Online marketing activities including booking	
<input checked="" type="checkbox"/> Engagement with customers online - blogs, reviews	
<input checked="" type="checkbox"/> Use of customer testimonials and feedback	
<input checked="" type="checkbox"/> Evaluation	
<input checked="" type="checkbox"/> Measurement tools and/or outside agencies	

> Total	MAX 100
-------------------	----------------