

# Lloyds TSB Corporate Banking Award for Customer Service

## Application Form

### Entry Guidelines

This award is open to all organisations, whether public, private or voluntary. Small and medium organisations have a particular opportunity to win this category, but there are also large ones in the Isle of Man which excel in this area. The winner will have demonstrated excellence in customer service - responding to customer needs/concerns/questions in a timely, relevant and honest way, which exceeds customers' expectations - building long term satisfaction and loyalty. Achieving this clearly requires investment in people, training and IT, since excellent customer service can only be delivered by motivated and well informed employees.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

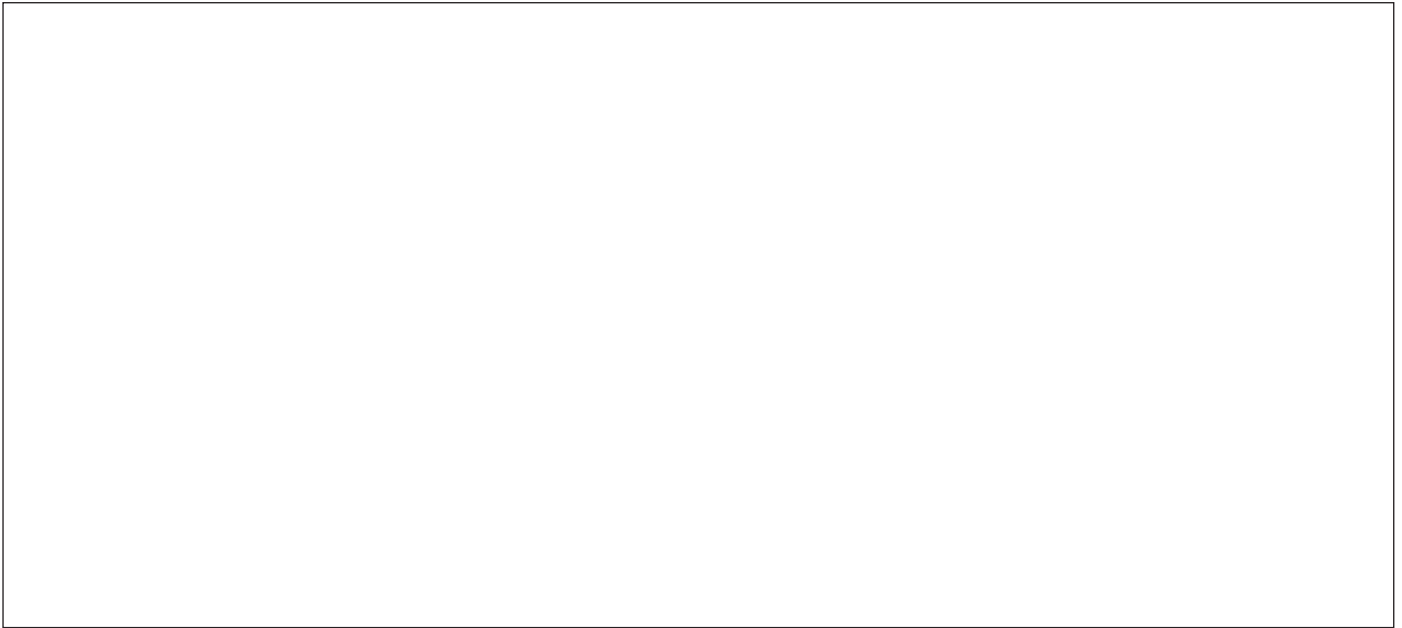
Some points to consider are outlined below:

- What are the most important aspects of service to your customers (e.g. speed, empathy, expert knowledge)? How do you know?

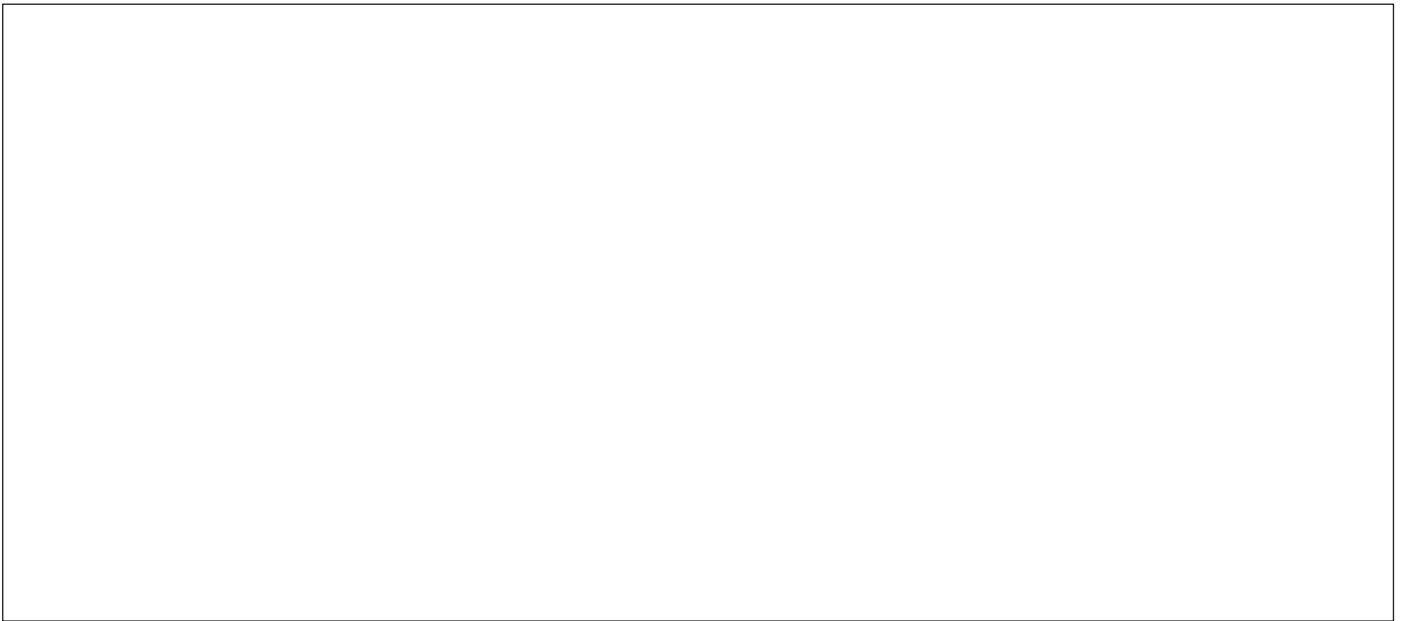
- Do you have clearly stated standards of customer service, and is your organisation's performance regularly measured against these?

- How does your quality of service compare with similar organisations? Is it improving or not?

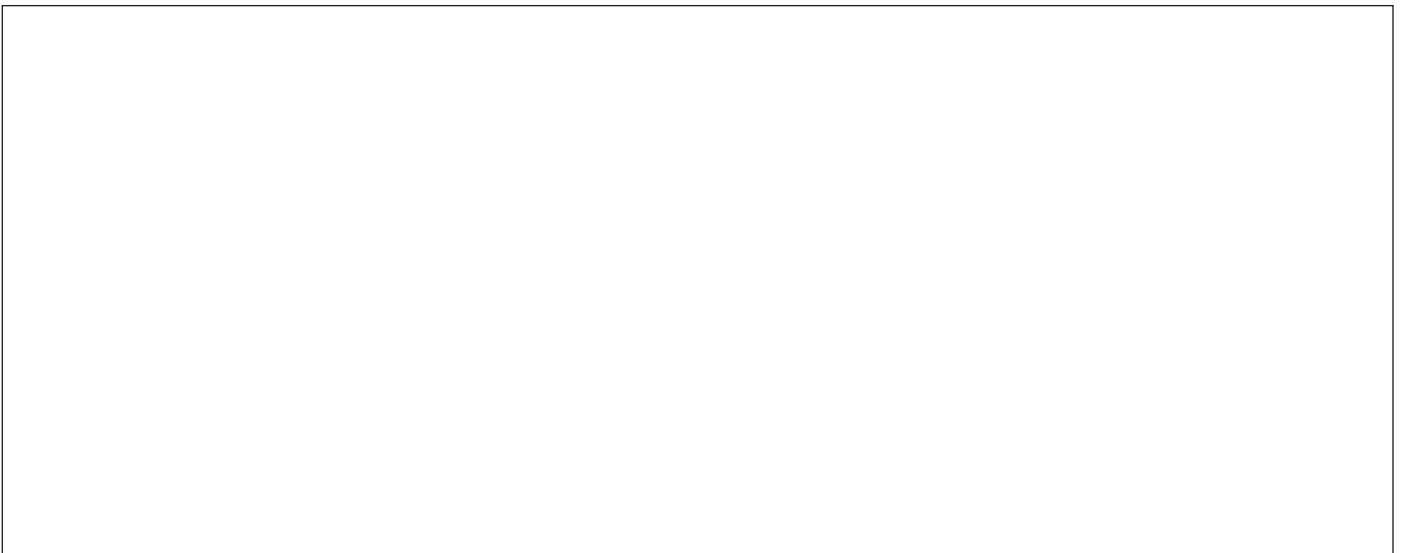
- Is your quality of customer service objectively measured, on a regular basis, versus competitors?

A large, empty rectangular box with a thin black border, intended for the user to provide a response to the question above.

- How effectively are your customer-facing people managed, motivated and developed? How strong is the training element?

A large, empty rectangular box with a thin black border, intended for the user to provide a response to the question above.

- What is the quality and extent of internal support for customer service people to enable them to maximise their value to customers?

A large, empty rectangular box with a thin black border, intended for the user to provide a response to the question above.

- How well does your organisation handle customer complaints and turn them into learning experiences?

### Declaration

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Name (*in capitals*):.....

Signature:..... Date:.....

### Judging Process

The judging panel comprises a spread of business, public sector, professional and non-profit people, and includes individuals with specific expertise in strategy, marketing, HR, IT, finance, operations and community involvement. All judging data or details will be confidential to judges, unless permission to disclose them (*e.g. for a newspaper feature*) is obtained from the entrant. Sponsors may enter awards, although the fact of sponsorship will confer no advantage. Organisations linked to judges may also enter, but judges are expected to state an interest, and would be excluded from judging any categories so affected. The full rules are available on request.

### Awards ceremony on 13 November 2008 at the Gaiety Theatre

The awards ceremony will take place at The Gaiety Theatre on 13 November. The three finalists from each category along with a guest will be invited to the black tie event. Supporters will be able to see the awards. Tickets will be available from the Villa Marina/Gaiety Box Office from 1 October 2008.

### Note

There is a limit of four class entries per person/organisation/business.



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# Britannia International Award for Innovation and Independent Thinking

## Application Form

### Entry Guidelines

This award is open to organisations of any type or size. It will be made to one which can demonstrate effective application of original thinking - to improve products or services; to increase motivation; reduce cost; or otherwise raise performance. The innovations may be in design, technology, communications, services, presentation....or just involve a new way of looking at things.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(*e.g. retailing, public sector*):.....Number of employees:.....

### Entry

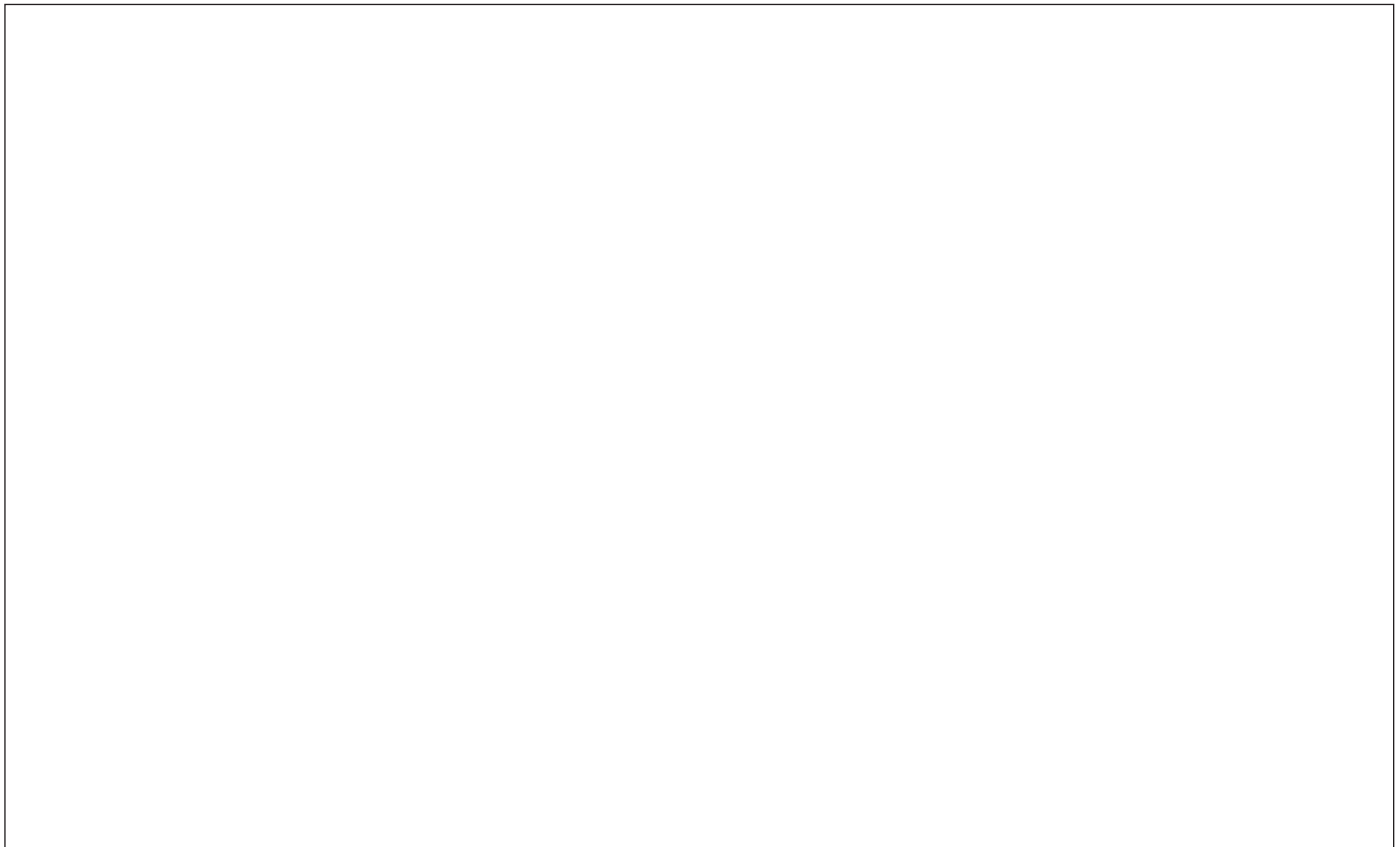
Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Cover specifics of innovation or independent thinking on which entry is based, and how it/they were developed.

- Demonstrate the effect on customers, employees, sales, profits, or market share (if applicable).



- List any challenges or barriers overcome in developing the innovation programme.



- How sustainable is this innovation in the longer term?

- What steps has your organisation taken to encourage a culture of innovation and independent thinking, and how do you recognise and reward this?

- Any other comments.

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# Isle of Man Newspapers **awards for excellence**

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## Barclays Bank Award for People Management, Training & Development

### Application Form

#### Entry Guidelines

This award will be made to an organisation which can demonstrate good working conditions; equality of opportunity; the creation of a motivated and productive workforce, achieving effective results they feel proud about; and active development of all employees to their full potential. This award category is open to organisations of all types and sizes.

#### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):.....Number of employees:.....


#### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

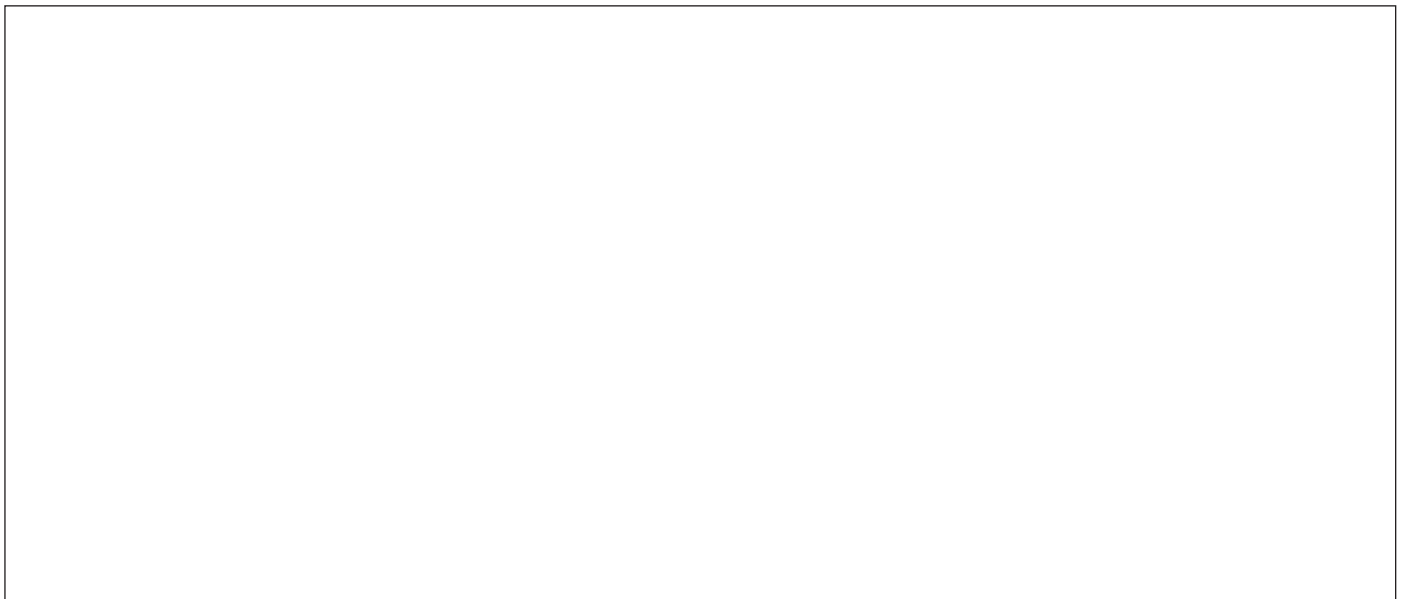
Some points to consider are outlined below:

- Is your organisation considered a good place to work in? If so, why?

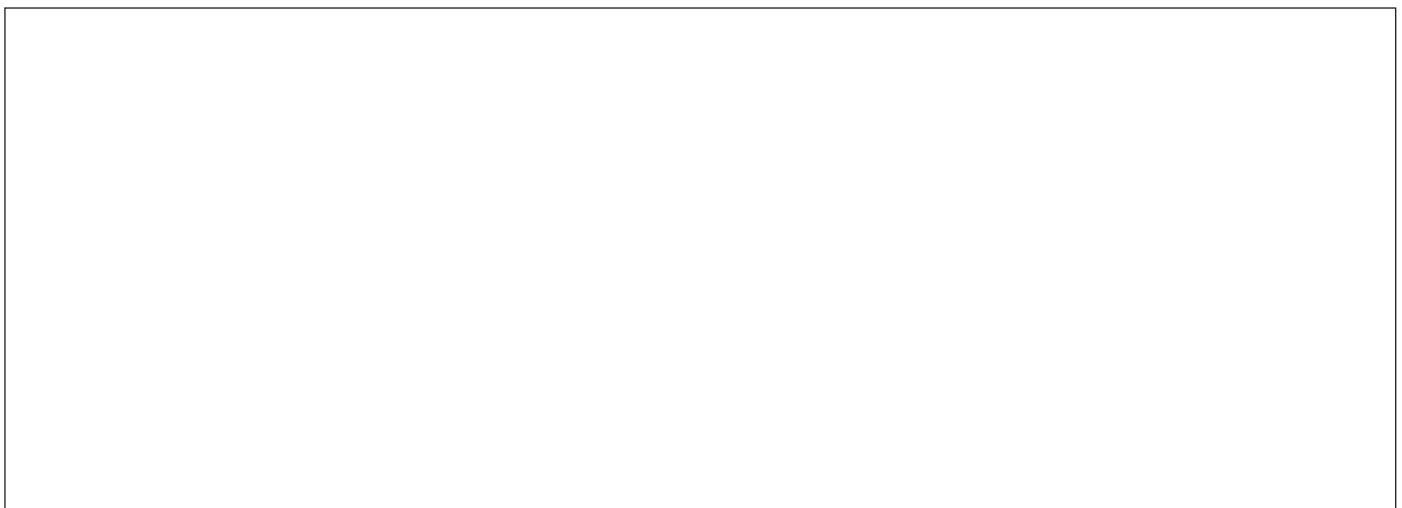
- Do people work well together, in a team atmosphere, and across departments?

A large, empty rectangular box with a thin black border, intended for a written response to the question above.

- Does the organisation have a clear set of values, so that people know what it stands for, and how they should treat colleagues and customers?

A large, empty rectangular box with a thin black border, intended for a written response to the question above.

- Does everyone understand the organisation's future objectives and their own role in helping achieve these?

A large, empty rectangular box with a thin black border, intended for a written response to the question above.

- Is there a positive and objective appraisal system which recognises and rewards good performance?

- Do people in the organisation really care about meeting customer or client needs and giving them best value?

- What are employee turnover levels? Do people stay long with the organisation?

- Is training taken seriously to help people reach their full potential, and is there a clear path of career and skill development?

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**Note**

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# Isle of Man Post Office Award for Marketing Effectiveness

## Application Form

### Entry Guidelines

This award will be won by an organisation where everyone, whatever their title or area of responsibility, is focused on understanding and meeting consumer needs. The winning organisation will be customer driven, succeeding through products and services which are distinctive and offer superior value for money. These will be based on a deep insight into customer needs, innovation, continuous improvement; and will benefit from strong and consistent communications.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Please indicate your organisation's sales and profit growth over the past 3 years (this may be shown on an index basis to protect confidentiality).

- Briefly summarise the key elements in your organisation's marketing strategy and show how it is differentiated from that of competitors.

- List your organisation's most effective marketing initiatives in the past 3 years, indicating their impact and how this has been measured.

- How do the quality and value of your products and/or services compare with that of your competitors?

- What steps have been taken to improve quality and value in the past year?

- How effective are your communications and how do you measure them?

- What is your organisation's level of investment in marketing and how effectively is that applied?

- Is your whole organisation customer focused? How is this achieved?

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## Anglo Irish Bank Award for Teamwork, Especially Working Across Departments or Organisations

### Application Form

#### Entry Guidelines

The results of many organisations are handicapped because they work in departmental silos, upwards and downwards, rather than across. The winners of this award will demonstrate how they build teams within and across their organisation, and even with partners or clients, and how this has improved performance.

This award is likely to be most relevant to large and medium sized organisations within the private or public sector.

#### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):.....Number of employees:.....

#### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Is Teamwork one of the primary values of your organisation?

- Are you structured to encourage people to work with people across departments?

- Do you run major projects, e.g. expanding into new markets, moving into new offices, improving customer service, on a cross departmental basis?

- Is Teamwork one of the key elements in performance appraisal?

- Are team players, who are easy to work with and who encourage others, recognised and rewarded?

- Are your reward and bonus schemes based on individual or group achievement?

- Do people across departments work well together? Give examples.

- Is everyone in the organisation united in focusing on delivering best value to customers?

- How well does your organisation work in partnership with other organisations or with customers?

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# Conister Trust Award for Corporate Social Responsibility

## Application Form

### Entry Guidelines

This award is open to companies or public sector organisations, large or small. It focuses on efforts to help tackle social and environmental challenges, such as climate change; carbon use; recycling; environmental responsibility; opportunities for disadvantaged people or minorities; local sourcing of products or services; or helping build public/private sector cooperation for the benefit of the Island and the community.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(*e.g. retailing, public sector*):..... Number of employees:.....

### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Summarise your organisation's Corporate Social Responsibility (CSR) strategy and plans, and indicate how much priority this gets within the total organisation plan.

- List any CSR initiatives developed over the past 3 years, the impact they have made to date, and likely future sustainability. Please cover relevant topic areas mentioned in the entry guidelines, on an individual basis, and on any others you wish to include.

- How far have your staff bought into CSR, and what is your evidence for level of buy in? Do you provide any staff training related to CSR?

- How have your CSR initiatives benefited your organisation, your partners or suppliers, and the local community?

- Without divulging confidential information, please outline any future plans for further developing your organisation's future CSR activity.

- Please indicate your organisation's approximate annual investment in CSR.

- Any other comments.

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HSBC Award  
for  
Innovative use of  
Information Technology

Application Form

**Entry Guidelines**

This award category is open to all types and sizes of organisation - large or small, public or private sector, professional firm or charity. It will be won by an organisation which can demonstrate innovative, cost effective use of information technology, and its positive impact on performance in areas such as operations, marketing and sales, finance, training and development, communications etc. It is likely to show the results of a project or challenge that has been achieved through effective use of technology.

**Entrant Details**

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

**Entry**

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

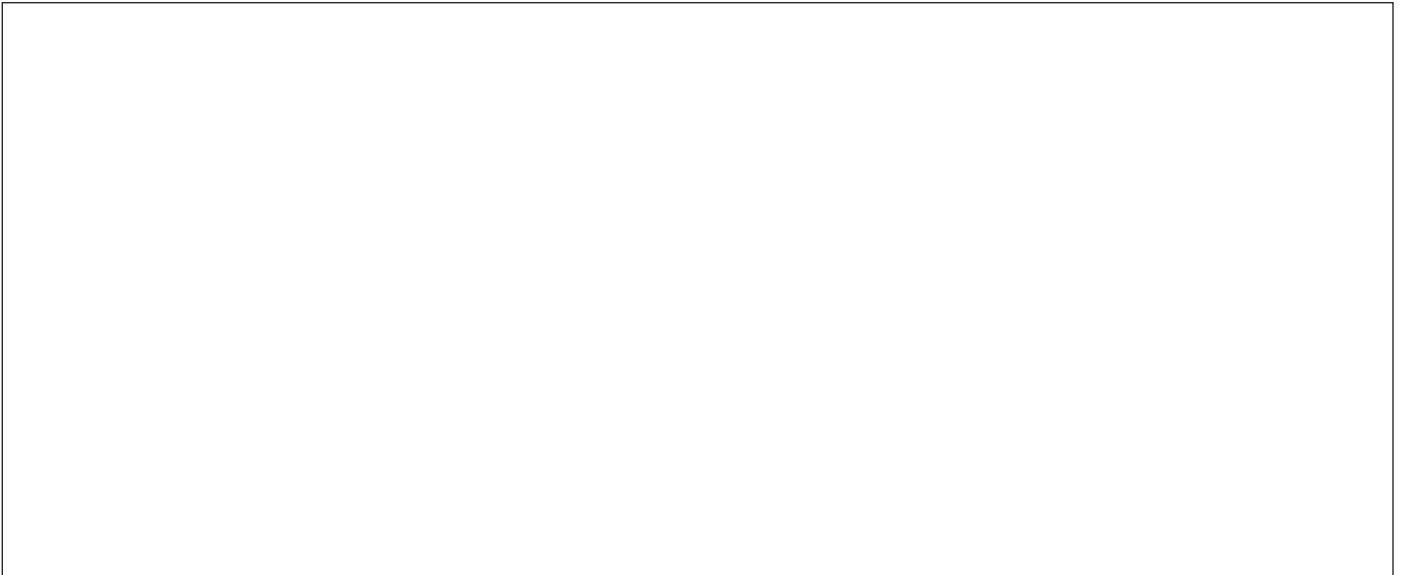
Some points to consider are outlined below:

- What was the challenge to be addressed?

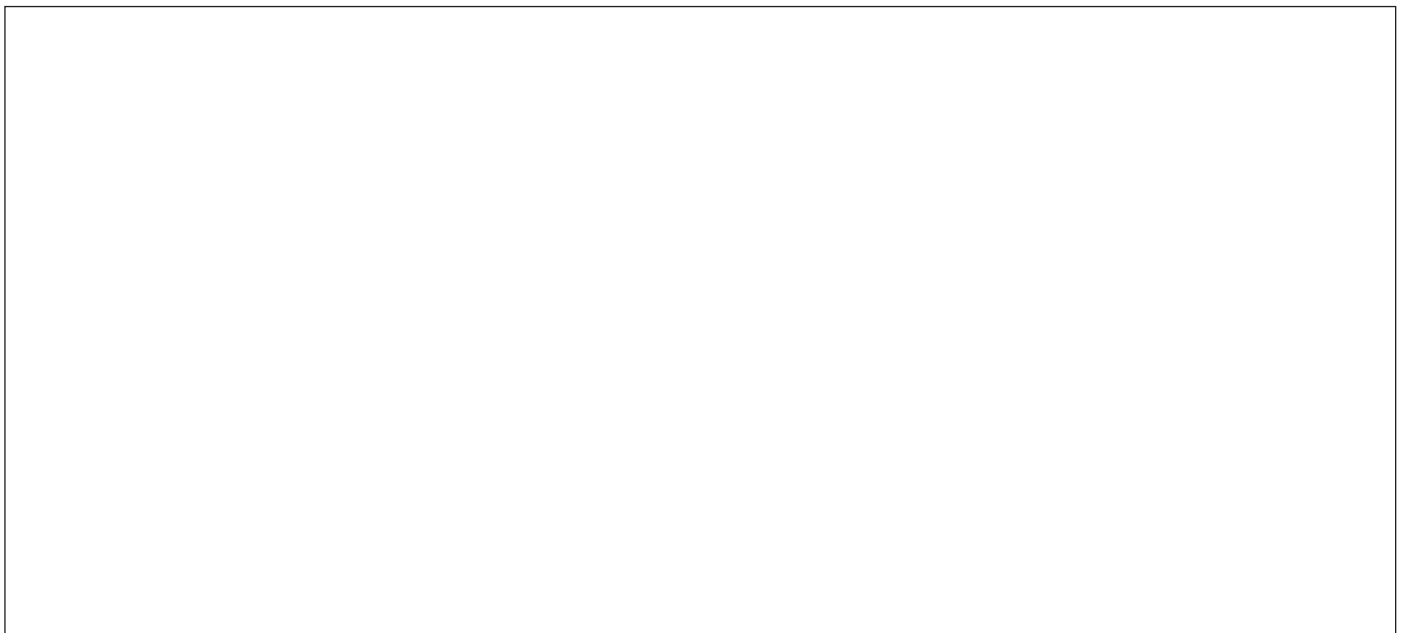
- How did you go about assessing the challenge?



- How did you implement the solution?



- How did information technology feature in the solution?



- What were the business benefits that your use of information technology was intended to deliver?

- Evaluate the success of the project:
  - how well has your information technology project met the business benefit goals and what additional benefits (if any) have been derived?
  - what were the direct benefits over prior or alternative solutions, how successful was the IT based solution?

- What would you do differently? What lessons were learned?

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# Microgaming Award for Charity, Cultural and Community Involvement

## Application Form

### Entry Guidelines

This award category could be won by a business, public sector, non-profit, heritage or charitable organisation. It covers topics like fund raising, volunteering, and community involvement in ways that benefit the local community and/or the wider world. This may involve partnerships between organisations in different sectors, e.g. private companies and charities or government (e.g. schools).

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

### Entry

Please state why your organisation should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- In what ways do your organisation's basic products and services benefit the community?

- What fund raising, volunteering, seconding of staff to non-profits or charities, campaigning or delivery of community services has your organisation accomplished in the past year?

- How did you measure their impact? How did the activities benefit the community and your organisation?

- Is community impact and helping others one of the main values of your organisation?

- What involvement has your organisation had with the developing world, health, education, sport, and local culture and heritage?

- If the project was a partnership, what benefits or value was delivered to each partner?

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## Abacus Award for Small / Medium Sized Company of the Year

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### Application Form

#### Entry Guidelines

This award is open to any company employing less than 20 people. Those selected as finalists will need to demonstrate clear strategy, and effective use of resources, together with the prime elements which constitute '**Freedom to Flourish**' - distinctive products or services offering superior value; committed customers; motivated employees; independent thinking and innovation; and commitment to helping everyone reach their full potential.

#### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

#### Entry

Please state why your company should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Sales and profit growth over the past three years (this may be shown on an index basis, to protect confidential figures, if desired).

- In what ways does your company outperform local competitors, or other similar companies in Britain or elsewhere?

- How does your company perform on quality, innovation, customer service and other measures? Is there continuing improvement?

- What do your customers think of you? Do you provide them with superior value for money?

- How well does your company motivate and develop its people, giving them the opportunity to reach their full potential?

- What are its main values, and how well are they practised?

- Does your company have unique strengths, which are likely to continue into the future?

- What does it do differently from others and why?

- What does your company do to benefit the community?

- What is your company's vision for the future? How will it be implemented?

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# Collins Stewart Award for Public Sector Achievement of the Year

## Application Form

### Entry Guidelines

This award is open to any public sector organisation, from small teams of a few people to individual schools, cross departmental groups or larger units. Those selected as finalists will need to demonstrate clear strategies which benefit clients and apply resources cost effectively, together with the prime elements which constitute “Freedom to Flourish” - giving everyone access to high quality public services; strong commitment to meeting client needs effectively; motivated employees; innovation and independent thinking; and giving employees and clients the opportunity to reach their full potential.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(e.g. retailing, public sector):..... Number of employees:.....

### Entry

Please state why your organisation should win this award. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Describe the activity or project which was the basis for the achievement, e.g. objectives, design of project, targeted beneficiaries and key activities.

- Who initiated the project and how did it arise?

- What were the main challenges involved in the project?

- How were they overcome?

- What elements of innovation and original thinking were involved in the project?

- What were the results of the project - i.e. benefits delivered to clients and/or partners and how were they measured?

- How sustainable is this achievement in the longer term? Can it be developed further?

- How did the experience of delivering the achievement help those involved reach their full potential? What learning did they gain?

- What costs were involved in accomplishing the achievement? How effectively were they applied?

## Declaration

- I confirm that the information given in this application is correct, to the best of my knowledge.
- I accept that the judges' decision will be final, and no correspondence will be entered into.
- I note that all entries must be received at the offices of the Isle of Man Newspapers, Publishing House, Peel Road, Douglas, IOM IM1 5PZ, by Monday 15 September 2008.  
Envelopes to be clearly marked, 'AWARDS'.

*(Please attach application to this form)*

Name *(in capitals)*:.....

Signature:..... Date:.....

## Judging Process

The judging panel comprises a spread of business, public sector, professional and non-profit people, and includes individuals with specific expertise in strategy, marketing, HR, IT, finance, operations and community involvement. All judging data or details will be confidential to judges, unless permission to disclose them (*e.g. for a newspaper feature*) is obtained from the entrant. Sponsors may enter awards, although the fact of sponsorship will confer no advantage. Organisations linked to judges may also enter, but judges are expected to state an interest, and would be excluded from judging any categories so affected. The full rules are available on request.

## Awards ceremony on 13 November 2008 at the Gaiety Theatre

The awards ceremony will take place at The Gaiety Theatre on 13 November. The three finalists from each category along with a guest will be invited to the black tie event. Supporters will be able to see the awards. Tickets will be available from the Villa Marina/Gaiety Box Office from 1 October 2008.

## Note

There is a limit of four class entries per person/organisation/business.



initiative supporting Freedom to Flourish

# Capital International Award for Company of the year

## Application Form

### Entry Guidelines

This award is open to any company employing more than 20 people. Those selected as finalists will need to demonstrate clear strategy, and effective use of resources, together with the prime elements which constitute '**Freedom to Flourish**' - distinctive products or services offering superior value; committed customers; motivated employees; independent thinking and innovation; and commitment to helping everyone reach their full potential.

### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity  
(*e.g. retailing, public sector*):.....Number of employees:.....

### Entry

Please state why your company should win this award, following the format below. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Sales and profit growth over the past three years (this may be shown on an index basis, to protect confidential figures, if desired).

- In what ways does your company outperform local competitors, or other similar companies in Britain or elsewhere?

- How does your company perform on quality, innovation, customer service and other measures? Is there continuing improvement?

- What do your customers think of you? Do you provide them with superior value for money?

- How well does your company motivate and develop its people, giving them the opportunity to reach their full potential?

- What are its main values, and how well are they practised?

- Does your company have unique strengths, which are likely to continue into the future?

- What does it do differently from others and why?

- What does your company do to benefit the community?

- What is your company's vision for the future? How will it be implemented?

## Declaration

- I confirm that the information given in this application is correct, to the best of my knowledge.
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Envelopes to be clearly marked, 'AWARDS'.

*(Please attach application to this form)*

Name *(in capitals)*:.....

Signature:..... Date:.....

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# Isle of Man Newspapers **awards for excellence**

**2008**

In association with



## Isle of Man Bank Award for **Freedom to Flourish**

### Application Form

#### Entry Guidelines

This award is open to any organisation, large or small, from business, the public sector, and the charities or voluntary organisations. It will be awarded to the best interpretation and delivery of the Island's Freedom to Flourish initiative.

#### Entrant Details

Organisation name:.....

Address:.....

Contact person:.....

Job title:.....

Phone:..... Fax:..... Email:.....

Nature of entrant's activity

(e.g. retailing, public sector):..... Number of employees:.....

#### Entry

Please state why your organisation should win this award. You may add relevant exhibits if you wish. Please give examples and factual support wherever possible.

- Describe how your organisation gives everyone the opportunity to reach their full potential. . . through appraisal, training, career development and sympathetic help to any employees facing difficulties at work or in personal terms.

- How does your organisation help customers or clients to flourish by understanding their needs, using knowledge and skills to meet these, and consistently delivering high quality products and/or services?

- Outline how collaborative your organisation is, in building internal teamwork; in forging external partnerships with others, such as suppliers, the public or private sector, or voluntary organisations; and in actively participating in local business or professional bodies, designed to raise skills and standards on the Island.

- How far does your organisation give others in the wider community the Freedom to Flourish, through contribution of funds, or skills to voluntary or public sector bodies?

- What has your organisation done to support the Freedom to Flourish approach, by helping communicate its advantages in the Island, and/or by building awareness of the Island's advantages off Island?

- Describe how your organisation has encouraged the Freedom to Flourish value of 'independent thinking', by developing innovative or distinctive solutions to issues, and new products or services. Does it pursue a strategy or continuous improvement?

- Does your organisation make any special effort to communicate the Island's unique culture/heritage, lifestyle and determination to build a distinctive national identity? And do you recommend Manx products and services to others whenever possible?

## Declaration

- I confirm that the information given in this application is correct, to the best of my knowledge and that the nominee is aware of and agrees to the nomination and any associated publicity.
- I note that all nomination forms must be received at the offices of the Isle of Man Newspapers, Publishing House, Peel Road, Douglas, Isle of Man, IM1 5PZ, by Monday 15 September. Envelopes to be clearly marked, 'AWARDS'. *(Please attach nomination to this form).*

Name *(in capitals)*:.....

Signature:..... Date:.....

## Judging Process

The judging panel comprises a spread of business, public sector, professional and non-profit people, and includes individuals with specific expertise in strategy, marketing, HR, IT, finance, operations and community involvement. All judging data or details will be confidential to judges, unless permission to disclose them *(e.g. for a newspaper feature)* is obtained from the entrant. Sponsors may enter awards, although the fact of sponsorship will confer no advantage. Organisations linked to judges may also enter, but judges are expected to state an interest, and would be excluded from judging any categories so affected. The full rules are available on request.

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