

Aston Excellence Award for Outstanding Customer Service

Aston Excellence Awards are given to recognise outstanding contribution towards the achievement of Aston's mission. Aston's Strategy, Aston 2020, focuses on two 'core aims' of developing internationally sought after Aston Graduates and delivering world-leading Aston Research, underpinned by six fundamental strategies.

Our people and values strategy is focused on ensuring that Aston is a great place to work and study and that we develop a more united, more innovative and more dynamic organisation, able to excel in an ever more competitive world. Providing great service to colleagues, students and business partners is core to this strategy. Award winners will be able to demonstrate how they have made a difference in a way that enhances the reputation of the University.

Criteria For Excellence – Outstanding Customer Service

This Award can be made to either an individual or to a group or team.

Nominations should show:

Evidence of providing outstanding customer service by:

Demonstrating a commitment to helping others, within the context of a customer or client relationship, which goes beyond that which might normally be expected, such that the customer or client is 'surprised and delighted' with the outcome.

This could be, for example: a significant one-off gesture or act; excellent customer service over a sustained period; work 'behind the scenes' that has made a significant difference to the way a team or area delivers outstanding customer service.

Process for submitting nominations to the internal University Panel:

1. Nominations can be put forward by any staff or student of the University.
2. The submission to the internal University Panel comprises a statement which:
 - (i) Gives the name of the person, or the group or team that you are proposing for the Award.
 - (ii) Gives your name as the proposer for the Award.
 - (iii) Provides a statement which describes the action or activity that makes you feel you received excellent customer service. **It is essential** that nominations give details of the **impact** of the action or activity - what difference did it make to you, why were you left with such a positive impression?

A template for this statement, if you wish to use it, is available via the Staff and Graduate Development website (www.aston.ac.uk/staff/staffdev/awards/). A paper copy of this template is available from Sarah Hosten, Staff and Graduate Development, Room 728, Main Building.

3. **A single copy** of the document, unstapled and single-sided, should be submitted to Sarah Hosten, Staff and Graduate Development by **12 noon on 18th May 2012**. Late applications will not be accepted.
4. Nominations will be considered by a Panel. Nominees and their sponsors, will be notified of the outcome by 15th June 2012.
5. Any queries about completing the submission should be addressed to Sarah Hosten, Staff and Graduate Development, s.j.hosten@aston.ac.uk.