



AUSTRALIAN BUSINESS QUALITY AWARDS

Dear Nicole,

Congratulations on winning the Australian Business Quality Gold Award for 2011. It shows a great effort is being made in your customer service standards. In this pack you will find.

- An Australian Business Quality Award Certificate.
- An Award Decal which you can attach to a clear surface such as a shopfront window.

We had some great feedback from your customers. Some of the highlights are as follows.

- Understanding of school needs and a personal approach.
- Nothing is a hassle.
- If there is a complaint, it's been fixed promptly according to our needs. Outstanding follow up, rapport and effort.

We recommend displaying this award as much as you can in your marketing efforts. Below are just some of the ways you can utilise the award.

- Send out a media release to various newspapers in your local area.
- Display the award in your Yellow Pages ad.
- Hang your certificate in a prominent location for your customers to see.
- Place your decal in a prominent location on your shopfront window.
- Make an announcement to your followers on social media sites such as, Facebook, Twitter.
- Display your logo on your website. Don't forget to link the logo to www.businessquality.com.au in order for your customers to find out more about your success.
- Make an announcement on internet forums related to your field.

Once again congratulations on your win and we wish you the very best of success for the year ahead. If we can be of any more assistance please don't hesitate to contact us.

Kind regards,

P. Horowitz

Paul Horowitz

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