This entry kit is supplied to help you prepare your MFAA Excellence Awards entry prior to submitting.

You can draft, review and finalise your awards question responses based on the information supplied in this document before copying and pasting them into the MFAA Excellence Awards online entry portal.

**Please note:** You cannot use this form to submit your answers. No email submissions will be accepted. You can only enter the MFAA Excellence Awards by using the **online submission portal accessible from Thursday 2 January 2025** via the following url: <https://mfaa.eventsair.com/2025-mfaa-excellence-awards/enter>

**Category: Customer Service Award – Business**

**Entry criteria**

Open to finance broker businesses.

You may enter either the *Customer Service – Individual* or *Customer Service – Business* award, **NOT BOTH.**

To be eligible for the award, the qualifying criteria is as follows:

* You must have either an individual MFAA membership or be the nominated representative of an entity that holds a broking business MFAA membership.
* You must have held, or been employed under, an MFAA membership for the duration of the qualifying period (1 January 2024 – 31 December 2024).

**OTHER THINGS TO NOTE about your submission**

* All answers and testimonials should refer to the qualifying period (1 January 2024 – 31 December 2024).
* You are encouraged to include examples in your answers.
* You should adhere to the word limit. Judges will mark down answers that exceed the word limit.
* You may only enter each category once.
* If you are looking for tips on writing a submission, visit the Awards website [here](https://mfaa.eventsair.com/2025-mfaa-excellence-awards/submission-tips)

**Business overview**

*Word limit: 100 words*

Provide a brief overview of your organisation and the markets and market conditions in which you operate.

The business overview is for context only, to help judges understand your business’ unique circumstances. It will not be scored by the judges.

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| *Draft your answer here.* |

**Customer service - new customers**

*Word limit: 250 words*

What experience does your business give new customers that you would describe as 'excellence in customer service'?

How does your business use its customer service point-of-difference to attract new business?

With examples, describe how your business has created and fostered a culture of customer service excellence.

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| *Draft your answer here.* |

**Customer service – existing customers**

*Word limit: 250 words*

Outline how your business manages its existing customer base, including how it has built customer loyalty and retention.

Detail what tools, processes and instances of customer contact your business uses to ensure it maintains excellent customer relationships.

Provide an example where a customer service situation had not gone to plan. Describe how the business resolved this issue and what actions it undertook.

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| *Draft your answer here.* |

**Business results**

*Word limit: 250 words*

Describe how your business' excellence in customer service has resulted in improved business results. Outline what parts of the business improved.

Provide examples where your business' excellence in customer service has led to repeat business or new referrals.

What percentage of loans written during the qualifying period were from existing customer base?

What percentage of loans written during the qualifying period were for new customers?

Of the new customer loans, what percentage was generated from referrals from your existing customer base?

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|  *Draft your answer here.* |

**Additional information for judge’s consideration**

*Word limit: 150 words*

Please inform the judges as to why you believe you are deserving of this award. This is your opportunity to summarise why you feel you deserve to win this category, and/or to include any additional information not noted in your entry so far.

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|  *Draft your answer here.* |

**Testimonials**

*Testimonials are optional and will be read by the judges, but not scored.*

Should you have evidence, please upload into the online submission portal two pieces of feedback from customers (e.g. email, social media post, thank you letter, testimonial) that you received during 2024. There is the space in the portal for two attachments, up to a maximum of 3MB each. Please upload as a .jpeg or a PDF.

If you received any nominations to enter the MFAA Excellence Awards, you may copy and paste up to two testimonials that you received with your nominations into the online submission portal.

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| *Optional: Testimonial 1* |
| *Optional: Testimonial 2* |

**NOW YOU ARE READY TO SUBMIT.**

Have the following ready when you submit your entry online.

1. Your MFAA member number
2. A high-resolution headshot photo (for individual awards) or business logo image (for business awards), recommended size 2-3MB, in either .jpeg or .png format

**If you are submitting on behalf of another person**: ensure you create a new submission account for them and enter their contact details. Do not submit entries for multiple people using the same account.

**Personal declaration**

When entering the MFAA Excellence Awards, you will be required to agree to the following personal declaration in order to proceed.

* The information given in this application is complete, true and correct;
* I am not or have not been subject to any disciplinary proceedings by the MFAA, my aggregator, sub-aggregator or by AFCA (or any EDR scheme I am a member of) currently and/or within the qualifying period;
* I have adhered to and continue to adhere to the [MFAA Code of Practice](https://www.mfaa.com.au/about-us/membership-framework/code-of-practice) and [MFAA Disciplinary Rules](https://www.mfaa.com.au/about-us/membership-framework/disciplinary-rules);
* I have read, understood and agree to the [MFAA Awards Terms and Conditions.](https://mfaa.eventsair.com/2025-mfaa-excellence-awards/awards-tcs)