



Customer Centricity Retail Awards 2016

The winners of the inaugural Retail Customer Excellence Awards were announced at a prestigious Gala Dinner held at Melbourne's Plaza Ballroom last night, with active brands Nike and Stylerunner taking out the night's top gongs.

Other winners included beauty brand LUSH and pet services retailer Petbarn who took home two categories each, while Naked Wines, Dan Murphy's FIT Nutritional Fix and Kikki-K rounded out the Awards winning the online, omnichannel, personalisation and in-store categories respectively.

"It has been wonderful to see a mixture of global and local brands take out the Awards, highlighting that no matter the size or structure of the organisation, putting the customer at the heart of everyday operations is an imperative," said Catherine van der Meulen, the Retail Customer Excellence Awards Event Manager.

"It was interesting to see so many brands that focus on wellbeing, being recognised for their commitment to customers."

Adjudicated by a panel of judges comprising retail representatives from Azurium, Telstra, Australian Centre for Retail Studies, Good On You, and Inside Retail, the winners were:

The Customer Centricity Excellence Awards

The major award giving retailers and organisations the opportunity to share their wins, their journey, influence and innovations in conjunction with the successful strategies that create a centralised brand value reflective of customers' desires. Split into two categories, Enterprise and General.

Customer Centricity Excellence Awards – Enterprise

Winner – Nike / Retail Prodigy Group

2nd – Muffin Break

3rd – LUSH



*Congratulations
to everyone at
Retail Prodigy Group*

Customer centricity excellence award criteria

- Demonstrate the activities you currently undertake to implement centralised brand value.
- Please outline the core elements of this strategy.
- What level of customer research has been undertaken to gauge strategy and implementation results?
- How have you used this strategy to create a key point of difference?
- How do you add value to your offering in a way that puts the customers needs at the forefront?
- What is your unique customer proposition?
- What training and development has been implemented aligned to the needs of customers?
- What are your key strategies around customer recovery mechanisms?
- What new roles have been appointed and job specifications in the organization at senior levels?
- How is customer feedback and insight shared in the organization?
- How do you measure the impact on sales and loyalty of the customer centricity strategy?