

The NESPA Outstanding Achievement Awards

2021 Service Competition

Rules and Regulations

PURPOSE

The purpose of this competition is to:

- Recognize and reward NESPA members who exemplify the best in customer service and customer relations.
- Create an opportunity for winning contestants to use this recognition as a marketing tool in their own sales efforts.
- Expand positive industry exposure to the public.

ELEGIBILITY/DEADLINE DATES & ENTRY FEE

Please read carefully:

- All entrants must be members of NESPA.
- Completed entry form and payment must be submitted online.
- Each entrant must upload a company logo, picture of store front or staff photo
- Fee of \$99 by September 15, 2021; \$115 after September 15, 2021
- Final Deadline for completed entries is October 13, 2021
- Attached is a sample letter (email) that we invite you to use to request you customers' cooperation. This is to notify them that you have submitted their name and would like them to answer the survey by the deadline.

LIMITATIONS & HOLD HARMLESS

- By virtue of making application, all entrants agree to observe completely the "Guidelines for the Use of the NESPA Outstanding Achievement Awards" and its logo.
- By virtue of making application, all entrants agree to waive any right of action against NESPA for any loss, which might be related directly to participation in the NESPA Outstanding Achievement Competition, or denial thereof.
- Further, entrants agree to hold NESPA harmless as to any loss, which might be related directly to participation in the NESPA Outstanding Achievement Awards Competition or denial thereof.

JUDGING

Each entrant must select ten customers with the surname starting with the random letters chosen by NESPA, who will be emailed a link to a survey to rate its company in 6 categories of service:

- The company's performance when servicing the customer's pool
- The response time to any problems that may have occurred with the customer's pool
- The company's service department
- The company's employees that service the customer's pool (friendliness, appearance, communication, etc.)
- If the customer would recommend the company to a friend or neighbor
- The overall performance of the company in the past year.

Each customer will be sent the survey at least three times before we contact you giving you the opportunity to contact those customers to answer the survey.

AWARDS

At the judges' discretion, any number of the following awards may be presented:

- Gold Award – First Place
- Silver Award – Second Place
- Bronze Award – Third Place

All Place awards will be a wooden plaque containing the winner's name, place of business and a description of the award given.

Any questions regarding the competition, please contact NESPA at info@nespapool.org or 609-689-9111.

Date

Customer Name & Address

Dear

I would like to thank you for your continued service. Our company has entered a competition for pool service companies who are members of the Northeast Spa & Pool Association (NESPA). The competition is The NESPA Outstanding Achievement Awards – Service Competition. Every year NESPA has asked its members who would like to participate in the competition to supply them with customers' names that require Opening/Closings and weekly services from our company. I have given your name as a current customer for the competition.

NESPA will be emailing you a link to an online survey asking you to rate us as a service company. When you receive the email kindly fill it out the survey, it should only take about 5 minutes to complete. Once your survey has been received, you will be entered in for the chance to win a \$100 Amazon Gift Card. If you have any questions regarding the questionnaire, please do not hesitate to contact NESPA at 609-689-9111.

Once again, thank you for your continued business and we look forward to your inclusion in the competition.

Sincerely,

Name

Title