



DOMESTIC MOVER OF THE YEAR COMPETITION

2019

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The Domestic Mover of the Year is a National & European Council initiative that is open to any BAR Member company or branch.

The Award will be presented at the BAR Conference in Stratford upon Avon in May 2019.

Domestic Mover of the Year Competition



The Aims of the Competition

The aim is to encourage and celebrate high standards, and to reward those companies who excel in customer service.

The DMotY Competition will focus on the "Customer Experience" from a customer making the decision to move right through to post move follow up/customer feedback.

The Prizes

Three finalists will each receive one complimentary full delegate package (not transferable) for the BAR Annual Conference in Stratford upon Avon which includes the Gala Dinner where the winner will receive the Award for Domestic Mover of the Year.

The winner will receive:

- * The BAR Domestic Mover of the Year trophy to be retained for twelve months
- * A striking etched glass trophy to keep
- * A framed Award certificate
- * Entitlement to use the Award Winner logo
- * 1500 free mover alert leads OR a £600 credit towards a lower volume of more targeted leads from TwentyCI (to be taken up by 31st May 2020)
- * A "blueprint" review of your current marketing strategy from TwentyCI
- * Award Winner decals for up to four vehicles (two per vehicle) more can be purchased if required from BAR
- * One day operative training at own premises by BAR Training services (to be taken up by the 31st March 2020)
- * Promotion in local press
- * Four half-page advertisements in R&S magazine of your own design showing Award Winner logo to be used within twelve months



The two other finalists will each receive:

- * A framed Award certificate
- * Entitlement to use the Award Finalist logo
- * 500 free leads from TwentyCI to enable them to communicate and benefit from their finalist status

Competition Criteria

Entries for the competition will be judged according to the following criteria:

- * Website
- * Quotation - content, layout, information, clarity
- * Knowledge and professionalism of staff
- * Commitment to customer service
- * Customer feedback and satisfaction
- * Site visits for finalists

Entry is open to any UK BAR Member company or Branch

that considers the removal services they offer meets the criteria described above.

For the purpose of the competition, removal services will include all household removal work whether carried out by private individual, military or other service personnel, councils and local government.

Judging

An experienced, independent and separate panel of judges will determine the finalists and the winner. Judging will take place in three stages:

Stage 1 - separate, independent judges will assess your initial submission in response to the Case Study outlined in this document. For clarity's sake, you should treat the Case Study as a bona fide request for a quotation based upon the circumstances outlined, and provide your full response to that request. The judges will base their scores upon the customer's experience of all elements. The top 6 scoring companies (plus any ties) will be shortlisted for stage 2.

Stage 2 - customer satisfaction survey of those shortlisted. The judges will conduct their own research to test customer satisfaction protocols. The top 3 scoring companies (plus any ties) will progress to become competition finalists.

Stage 3 - site visit to evaluate customer service.

All judges will score their elements independently from each other and will have no visibility of the other judges scores or the running totals of each entrant.

Timetable and Key Events

08 February 2019 - 5pm

Deadline for entries

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11 February - 01 March 2019

Submission judged

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8 March 2019

Shortlisted companies announced in the weekly BAR newsletter

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by 22 March 2019

Stage 2 customer satisfaction testing by the judges

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29 March 2019

Finalists announced in Newsletter

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02 April - 26 April 2019

Finalists site visits take place

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25 May 2019

Winner announced, Award and prizes presented at the Gala Dinner (BAR Annual Conference 2019)

Conditions of Entry

All applicants must provide all information requested by the judging panel for the purpose of assessing the application for the competition, and answer any questions accurately, truthfully, and to the best of their ability.

1. All applicants, if selected as a finalist, must be able to attend in person or send a representative, to the BAR Annual Conference in Stratford upon Avon 23-25 May 2019, as guests of the National & European Group Council. Package of choice must include Gala Dinner.
2. All applicants agree that if they win the competition they will maintain the trophy in good condition and return it to BAR one month before the next DMotY Awards ceremony.
3. At the end of the competition feedback will be provided, but not before. Feedback will be provided as soon as is reasonable.

Entry to the competition will constitute complete and binding acceptance of these conditions. The judging panel will respect the confidentiality of the information provided on the application form, and as otherwise provided or obtained during the adjudication process.

Important Information for Applicants

To enter for the competition, please complete and return the application form together with the supporting documentation requested by email. The application form will appear in pullout form in both December 2018 and January 2019 *R&S magazine*, or may be downloaded from:

www.bar.co.uk/dmoty2019 or emailed on request from membershipservices@bar.co.uk.

The completed application form must be sent or emailed to: dmoty@bar.co.uk no later than **5pm 08 February 2019**.

We will confirm receipt of the application form. If you have not received a confirmation of receipt by 5pm 11 February 2019, please contact BAR.

FAQ

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Is there an entry fee?

No, entry is **free of charge**.

Are International Associates eligible to enter?

No, the competition is restricted to UK members only.

Who are the judges?

This year the judging is independent and separate. No judges will be selected who work for or are closely associated with any competition entrant. BAR and the judges will not disclose any information provided on the winners or entrants beyond the published Award citations.

What if the deadline is missed?

Only entries received by the deadline will be considered. Copy applications may be submitted, at the absolute discretion of the DMotY Committee.

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How formal is the Gala (Awards) Dinner?

The dinner is black tie or national dress, with elegant evening wear for ladies.

Can guests be brought to the Gala Dinner?

Finalists will be provided with one complimentary delegate package. Guests may be invited, but the appropriate package will have to be purchased.

How can the chances of winning in future be improved?

A report in *R&S magazine* will highlight where the competition was won and lost and there will be feedback after the winner is announced.

If I am a finalist, will I be notified of my place in the eventual result?

No, only the winner will be notified, the others will all be 'finalists'.

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Case Study:

Please submit a copy of your quotation and any/all supporting documentation as it would be sent to a customer. For clarity's sake, either email or hard copy presentations are acceptable as long as they are received in full and before the deadline. The judges are not in any way interested in a costing comparison between entrants, they are only interested in the presentation made to the customer. The costs should therefore be entered at £5000 for the move itself (excluding VAT).

Rachael & Stephen Lewis of 47 Smith Street, Watford, WD1 9XX, currently live in a five bedroom house that has good access but will require meters to be suspended outside the house to allow for the truck to park. The customer has a young family and two dogs. During the risk assessment carried out at the time of the survey, it was noted that the loft was not boarded out and there is approx. 100 cu.ft. of misc. boxes to move from there. The Lewis family are moving to 42 Summerlands, Whitley Bay, Newcastle NE26 1XX which is a four bedroom house and has good access and easy parking.

- The move is estimated at 2350 cu.ft. in total of which 1900 cu.ft. is from the house and 450 cu.ft. is from the garden.
- The mover is to pack 42 glass/china/fragile cartons, 70 book cartons, 50 general cartons and 8 wardrobe cartons
- The move also includes three double beds and four singles, plus an upright piano
- An antique glass cabinet requires export packing
- One double wardrobe needs dismantling and assume this will take 2 men 2 hours, but the customer has agreed to re-assemble the wardrobe
- Assume that completion day will be on a Wednesday for both properties

Please note that no further information will be given with regards to this Case Study.

DMotY 2019

Sponsored by:



Application Form

Name of Company/Branch:	
BAR Membership No:	
Contact Name:	
Address:	
	Postcode:
Telephone:	
Email:	
Website:	
Please list any quality standards or other certifications held by the company:	
List any awards attained by the company in 2018:	

Please supply the following in support of your entry:

1. Copy of removal quotation pack as sent to customer.

Please email the completed form and supporting documents to:

dmoty@bar.co.uk

Entries to arrive by 5pm - 8 February 2019