

2020
NATIONAL
RETAIL
AWARDS

Reach
for the
Stars

Online Retailer of the Year Judging Criteria

The Online Retailer of the Year Award recognises e-commerce organisations that have a clear focus on innovation and have taken innovative steps to enhance the customer experience and journey.

Rules of Entry

- All businesses selling a retail product as their primary product via an online store operating in the Australian market are eligible.
- The business must have been in operation for at least 12 months and continue to be in operation at 28 August 2020. (You must notify the NRA if this changes.)
- You are welcome to enter if you have entered or won this competition in previous years, however if your business has won an award for three consecutive years you will be entered into the Hall of Fame and will be ineligible to enter that award for the next 2 years.
- You must nominate one person in your organisation to be the primary contact for your entry.
- Your business does not need to be a National Retail Association member to enter.
- We strongly recommend that all persons considering entering should check the [Award website](#) regularly and subscribe to receive award updates – [click here to register](#).
- There is no charge to enter the National Retail Awards, however we do recommend that all entrants attend the Gala ceremony. If your company is a finalist, a representative of your company will receive a complimentary ticket and must be present at the Gala to potentially accept the Award.
- Purely online retail businesses count as one entrant. Multi-channel businesses cannot submit a separate entry for the online component of their business.
- Please note that the National Retail Association (NRA) reserves the right to disqualify entries if entrants fail to abide by the rules of entry or information provided is found to be false or misleading.

Submission

Your submission should focus on initiatives and developments within the last 12 months.

1. Your business

Demonstrate your eligibility for this category and why you believe you deserve this award. Include a brief overview on the nature and history of your online business, what you sell and your point of difference.

(Max 250 Words)

2. Business planning

Describe the key goals, strategies and outcomes of your business over the last 12 months. You may want to include metrics that provide evidence of your growth and/or outcomes.

(Max 250 Words)

3. Team

Describe your company culture and how this differs as an online retailer. What are the challenges or opportunities your business faces? You may wish to describe the role your employees play in the business, your company values, and staff training and development strategies.

(Max 250 Words)

4. Customer value

Describe your customer service values and processes and how these have contributed to the success of your business within the last 12 months. You may wish to include how your business monitors and manages quality, customer satisfaction, loyalty and value.

(Max 250 Words)

5. Marketing

Describe the goals, strategies and outcomes of the marketing activities you have implemented in the last 12 months. You may wish to include descriptions of your online marketing efforts including social media, email marketing, PR, SEO and content strategies.

(Max 250 Words)

6. Innovation

Describe any innovations or forward-thinking initiatives you have implemented in the past 12 months. You may wish to include any steps your store has taken towards omnichannel experience, sustainability, diversity, community or social responsibility. This may even include challenges you have faced.

(Max 250 Words)

7. Supporting material

You can choose to attach a maximum of three (3) x A4 pages that provide evidence or support your submission above e.g. charts, images, testimonials, reports. Note: The visual design of attachment will not factor into judging.