

Competition Entry Form

Submit your completed entry form by **May 1, 2021**.

All entries become property of The National Alliance, inclusive of permission to reprint.

The Outstanding CSR of the Year award® is given to an exceptional insurance professional who has distinguished themselves through their commitment and contributions to the industry. The competition is open to any insurance customer service representative or an insurance professional primarily responsible for customer service.

Award Information

Nominees compete at state level to become one of five finalists. *Individuals who nominate the national winner receive a \$1000 cash award.*

| State Winners | Finalists | National Award Winner |
|-------------------------------------|----------------------|-----------------------|
| National Recognition | \$500 Cash Award | \$3000 Cash Award |
| Advancement to National Competition | National Recognition | National Recognition |
| Framed Certificate | Gold and Garnet Pin | Gold and Diamond Pin |

Submission Includes:

- Entry Form
- 2 letters of recommendation from professional references
- 500 to 1000-word essay on the topic of:

"2020 presented major challenges to the insurance industry and every insurance buyer in the country. As clients re-evaluated their insurance coverages and carriers, agents quickly realized that they couldn't rely on brand loyalty alone. Agents must also provide near perfect client experiences in order to protect them and keep businesses thriving.

Describe the biggest challenges your agency or company and clients faced this past year and what three service strategies you employed to overcome them and continue delivering incredible experiences to your clients."

Candidate Information

Please print or type

I am nominating myself

Name: _____

Designations (if any): _____

Years of Experience: _____

Position: _____

Agency/Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Fax: _____

Continued...

Competition Entry Form

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References

1. Name: _____
Agency/Company: _____
Email: _____
Phone: _____
Address: _____
City, State, Zip: _____
2. Name: _____
Agency/Company: _____
Email: _____
Phone: _____
Address: _____
City, State, Zip: _____

Education/Contributions/Achievement (attach additional documentation, if needed)

- Formal Education: _____

- Insurance-Related Education (within last 2 years): _____

- Insurance Awards/Honors/Affiliation (within last 2 years): _____

- Community Involvement/Awards/Honors (within last 2 years): _____

- Significant Contributions to Business/Coworkers (within last 2 years): _____

Essay

Please submit a 500 to 1000- word essay on the following topic:

"2020 presented major challenges to the insurance industry and every insurance buyer in the country. As clients re-evaluated their insurance coverages and carriers, agents quickly realized that they couldn't rely on brand loyalty alone. Agents must also provide near perfect client experiences in order to protect them and keep businesses thriving. Describe the biggest challenges your agency or company and clients faced this past year and what three service strategies you employed to overcome them and continue delivering incredible experiences to your clients."

Return this form with completed essay to: