

SAFESHOPS AWARDS 2021: RULES OF ENTRY

1. ENTRIES

- The SafeShops Awards are open to all companies with an e-commerce website as principal activity and with a .be URL for the webshop or with their head office in Belgium.
- Entries are totally free of any entry fee.
- Each company is authorized to enter maximum 1 URL. This allows us to ensure a maximum spread of participations.
- There are no limitations, everybody is free to participate within the deadline of the **19th of February**.

2. REQUIREMENTS

- First of all, your webshop has to be legally compliant, as for SafeShops.be reliability of webshops and continuous improvement of the quality of e-commerce are fundamental issues. Compliance with Belgian law is the first requirement to be fulfilled.
- We expect the presence of a delegate of your webshop at the award ceremony on **June 3rd 2021**. As a preamble to the award giving, you'll be offered the possibility to explain your webshop and your strategy. A plus with a high added value.
- Companies selected in the category 'small' and 'medium' should be able to send an online questionnaire to their database and collect sufficient response (n=75). More details on the research itself on www.SafeShopsAwards.be.
- Companies selected in the category 'Big' should have enough brand awareness among the Belgian consumer so that Why5Research can collect sufficient response from their database on the questionnaire. More details on the research itself on www.SafeShopsAwards.be.

3. CATEGORIES

Companies/Webshops are divided in 3 categories.

- **Small**

Companies nominated in the category « small » have a yearly e-commerce turnover less than €1.000.000

- **Medium**

Companies nominated in the category « medium » have a yearly e-commerce turnover between €1.000.000 and €10.000.000 euros.

- **Big**

Companies nominated in the category « big » have a yearly e-commerce turnover more than €10.000.000. They enjoy some name and fame in Belgium and are well known by the big audience.

4. AWARDS

This year, different than last year, we have for each category (BIG/Medium/Small) *the following awards:*

- **SafeShops Diamond Award**

You were granted the highest scores by your customers participating in the poll, and you obtained the best ratings for logistics & fulfilment, customer service, invoicing & payment... You're the absolute winner and fully deserve the SafeShops Diamond Award.

- **Brilliant Concept Award**

Your idea of a webshop was just brilliant. Your concept differentiates and inspires. Your clients are real ambassadors of your brand and webshop. Than you will surely win in this section.

- **Logistics Champion Award**

Receiving a shipment from your webshop is an exciting experience to look forward to, you offer a choice of possible delivery options, box opening videos have no secrets for you... You may well be that champion we're looking for.

- **Payment Hero Award**

You implemented client friendly order and payment technology, you installed processes that make a real difference for your clients... You may be entering the final straight to become a Payment Hero.

- **Customer Friendliness Award**

Your client is everything for you. You'd do anything to enhance his shopping experience, to offer him the best service and the most complete after sales follow up... Customer Friendliness is your pet topic and deserves our Award.

- **Tremendous Ticketing Award**

Travel or ticketing webshops have no chance of winning the 'Logistic Champion Award' because they simply have no logistics. That is why we created this award.

Every webshop can win only one Award. We thus ensure that any webshop, big or small, has a fair chance to take a prize home. In case of draw, both webshops will be granted the Award.

5. HOW TO WIN AN AWARD

- First and foremost, you must meet the above requirements.
- Small and medium companies must have a minimum respond of **May 10th** on their questionnaire.
- As mentioned above, your presence is a must. If not present at the Award Ceremony, your Award will be given to the next one in line.

6. DEADLINES AND PROCEDURE

- Entries can be submitted as from the **17th of December 2020**.
- As soon as we close the submission period (**19th of February**), we will announce the nominees.
- If your webshop is nominated, we will personally notify you.
- We foresee 2 months (from March until mid-May (*exact data will be shared with nominees later on*)) for the nominees to spread the questionnaire and to gather responds.

- The award ceremony will take place on June 3rd and will be split into two distinct parts:
 - during the afternoon, every nominated webshop will have the opportunity to present its case.
 - afterwards, together with Why5 Research, we will share with you the insights of the entire research study and announce the winners in each category.

- Press coverage insured!

- Finally, be sure to wake up the ants in your pants... We'll continue the ceremony by dancing the night away...

April 2nd will sure be an E-vent to remember.

7. WHAT'S IN IT FOR ME?

E-ternal fame, of course.

And, possibly even more valuable in the short term, you'll be granted access to the full insights of the research study referring to your webshop, discovering how your customers rate every aspect of it and offering you unseen opportunities to grow even more.