



2022 Moving & Storage Agent of the Year Service Excellence Award

Eligibility Requirements & Award Criteria

1. This award reflects ATA's and the industry's commitment to excellent customer service. The award is presented to an agent nominated by its affiliated van line (based on customer surveys and van line experience) and is chosen by a panel of industry experts.
2. In order to be eligible for the Moving & Storage Agent of the Year Service Excellence Award, you must meet the following criteria:
 - a. Van line is defined as a motor carrier of household goods with an agency network.
 - b. Agent is defined as an affiliated moving company authorized to act on behalf of the van line.
 - c. Only one nomination per van line; both van line and agent must be ATA MSC members in good standing.
3. Please complete all applicable items of information requested herein and provide documentation to support your application.

Submissions must include 6 written essays - each no more than 250 words - describing ways the agent has demonstrated the identified characteristics during the prior 12 months; evidence should be provided in the written essays that the company has met the criteria through its business operations and practices in the preceding 12 months.

- a) How has the agent contributed to the industry through innovation?
 - b) What has the agent done to demonstrate corporate responsibility, or address a compelling social or economic issue (i.e.) consumer/community benefit)?
 - c) What has the agent done or offered to benefit its employees?
 - d) How has the agent enhanced the image of the industry (i.e., recognized by media or consumer group for good business practices)?
 - e) Has the agent altered any business or operations practices in order to overcome a challenge (best practice that can be shared)?
 - f) Has the agent developed a unique or successful approach to conducting business (best practice that can be shared)?
3. **If chosen, a company representative must attend ATA's MSC Annual Event in March 2022 in Orlando, FL.**
 4. A van line may nominate the same agent in consecutive years but winners may not be nominated again for a period of 5 years. Therefore, any company who wins in 2022 may not be nominated again until 2027.

III. AWARD BENEFITS

- 1. Presented by ATA President & CEO and MSC Chairman at ATA MSC Annual Event**
- 2. News release (circulated to trade, local and national press) announcing the recipient**