



The Nation's peak awards for customer service - the Australian Service Excellence Awards have been announced

27 October 2011

In recognition of being Australia's leading service providers, organisations and individuals were awarded Australia's highest Customer Service Awards at the Australian Service Excellence Awards held at the Sydney Convention Centre Sydney on Wednesday 26 October 2011 hosted by our nation's peak customer service association, the Customer Service Institute of Australia (CSIA).

The winners are chosen from a field of Australia's top and most successful customer service organisations. With customer expectations continually rising, the wider business community is becoming aware of the value and role that Customer Service plays in achieving business success.

This highly demanding area is arguably the critical success factor for many organisations. For this reason it is important that the Customer Service Industry and its Professionals has its own national awards to recognise, promote and reward excellence, professionalism and outstanding achievement.

The CSIA Australian Service Excellence Awards showcase achievement in Customer Service. Reaching the finals and winning an award illustrates the high standards of management, training and commitment to excellence within those organisations.

Customer Service is an essential factor in maintaining an organisation's competitive edge in the marketplace. Many organisations are placing greater emphasis on developing a customer service culture and making it a strategic priority.

CSIA Executive Director, Brett Whitford, focused on the importance of service particularly as customer service has now become a profession through its own Diploma of Business and Certified Customer Service Manager designation.

Brett Whitford said, "With customer expectations continually rising, the wider business community is becoming increasingly aware of the value and role that customer service plays in achieving business success."

"The organisations selected have demonstrated that they are leaders in customer service and are very worthy winners of our top award. All our winners and finalists are working hard towards service excellence and their achievements in customer service have shown a true commitment to putting the customer first in today's competitive business climate."

About the Awards

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State-based Awards are conducted in New South Wales/ACT, Victoria, Queensland, South Australia, Tasmania and Western Australia.

State winners in each category automatically qualify for the National Awards program.

Judging Criteria

The criteria for the Australian Service Excellence Awards is based on the International Customer Service Standard (ICSS), which provides a comprehensive and practical framework to assist organisations deliver consistently high levels of service.

ICSS focuses on four key components necessary to maintain the alignment through a cause and effect relationship and balance between 'passion' and 'process':

- Service perspective
- Financial perspective
- Operational perspective
- Learning and growth perspective

ICSS applies equally to government, not-for-profit and for-profit organisations of all sizes and across industry. Organisations seeking to maximise the value of their customer relationships should apply the ICSS framework to their business operations.

Organisations applying in each of the award categories will be asked to demonstrate:

- Approach to each of the attributes outlined in the International Customer Service Standard
- The breadth and depth of the deployment of each approach
- Results flowing from the approach and deployment
- The level of involvement of customers in the strategic decision making of the organisation
- Evidence of continuous review and improvement against the Standard's criteria

The International Customer Service Standard (ICSS) can be downloaded from www.csia.com.au

Judging Process

The Judging Committee consists of representative senior business people actively involved in the customer service profession. The key stages that the national judging committee undertakes in the evaluation process for each category are:

- Individual evaluation of submissions by members of the judging committee
- Site visit by an accredited auditor to clarify elements of the submission by auditing it against the ICSS criteria and mystery shopping of relevant entrants
- Judging Committee reviews results and selects winners, high commendations and encouragement awards in each State
- State winners automatically qualify for the National Awards and are invited to make a presentation to the national judging committee and must also be prepared to answer questions.
- National Award winners, high commendations and encouragement awards selected.

A full list of national winners presented with their awards on Thursday night appears below:

National Small Business

Winner – Rockend

Highly Commended – InjuryNet

National Medium Business

Winner – Signet

Highly Commended – SmartSalary

National Customer Charter

Winner – Queensland Rail

Highly Commended – Main Roads Western Australia

National Training Excellence

Winner – HP Enterprise Services

National Local Government

Winner – City of Melville

Highly Commended – Rockdale City Council

National State and Federal Government

Winner – RoadTek

Highly Commended – Sydney Water Corporation

National Excellence in a Service Desk

Winner – AMP Life Claims

Highly Commended – HP Enterprise Services

National Service Excellence in a Contact Centre

Winner – American Express

Highly Commended – MLC Client Service Centre

National Government Contact Centre

Winner– Ergon Energy

National Not-for-Profit

Winner – Illawarra Retirement Trust

National Service Excellence in a Business Unit

Winner– Optus Consumer Field Services

National Large Business

Winner – Virgin Australia

National Large Business

Winner – CitiPower Pty Ltd / Powercor Australia Ltd

National Division of a Large Business

Winner – Telstra Network Applications and Services

International Service Excellence Award – Large Business

Winner – TATA Motors

National Customer Service Professional of the Year

Winner – Michael Potter – American Express

Highly Commended – Ben Shacklock – MLC Masterkey

National Customer Contact Centre Manager of the Year

Winner – Belinda Loizou – St. George

Highly Commended – Terry Mackinley – iiNet

National Customer Service Manager of the Year

Winner – Frances Mills – HP Enterprise Services

Highly Commended – Nicole Bradshaw - Optus

National Customer Service Advocate of the Year

Winner – Tania Acheson – Ergon Energy

National Customer Experience Executive of the Year

Winner – Simon Mallia - ANZ

National Customer Service Executive of the Year

Winner – Di Fulton – Telstra Wholesale

Highly Commended – Tim Ripper – Queensland Rail

National Customer Service Leader of the Year

Winner – Brad Eagleson - AMP

Highly Commended – Robert Murphy – Queensland Rail

National Customer Service CEO of the Year

Winner – David Thodey – Telstra

National Customer Service CEO of the Year (Public Sector)

Winner – Paul Scurrah – Queensland Rail

National Customer Service Team of the Year

Winner – Queensland Rail 'Charter Implementation Team'

Highly Commended – iiNet 'No Limit's Team

National Customer Service Project of the Year

Winner – Telstra Network and IT Operations – Bigpond Password Recovery Tool

Certified Business Relationship Manager of the Year

Winner – Leonardo Caceres – Fuji Xerox

Certified Customer Service Professional of the Year

Winner– Kathleen Bysouth - ANZ

Winner Australian Service Excellence Awards Best of the Best 2011

Winner – MLC

OUR AIMS

The CSIA was founded with five initial aims:

- To promote customer service as a profession and to improve the level of its practitioner's professionalism through assessment, accreditation and certification. Recognition of members professional standing is provided through use of the CSIA's designatory post-nominal letters (eg MCSIA) and use of our Certified Customer Service Manager or Professional logo. Thus improving the pride, motivation and self-esteem of customer service professionals.
- To provide people working directly or indirectly in customer service (Public or Private sector), with the education and professional standards that will enable them to reach their full potential in their chosen field.
- To develop and promote the International Customer Service Standard (including a customer charter), which will help organisations develop and sustain a customer ethos through improvements to the design, delivery, quality and effectiveness of customer service strategies, policies and systems.
- To improve knowledge of the components of customer service excellence through the Australian Service Excellence Awards, research, training and development programmes, publications, conferences and customer focus groups.
- To provide a voice for customer service professionals and enhance the status of these individuals and customer service issues via the media and public education forums.

For more information please contact:

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