

# Customer Service Institute of Australia

## 2006/07 Australian Service Excellence Awards



### Organisation Details

Organisation: \_\_\_\_\_

Organisation Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Post: \_\_\_\_\_

Main activity of Organisation/ Department: \_\_\_\_\_

Annual Turnover/Dept. Budget (optional): \_\_\_\_\_ No. of Employees (optional): \_\_\_\_\_

### Contact Person

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Title in Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_ Mobile \_\_\_\_\_

Business email: \_\_\_\_\_

### Business Activity

Briefly outline the activity of the organisation, business unit or dept. to be covered by the Award nomination: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Award Details

The Australian Service Excellence Awards require each nominated organisation to supply a submission as outlined in this application form and finalists will need to be assessed via a site visit against the criteria outlined in the International Customer Service Standard (ICSS) in the same financial year as the Awards.

There are no fees to submit an application for the Awards, but should your organisation be successful as a State or National finalist a site visit will be required. The fee for this site visit will be \$2,000 (plus GST). Completed applications need to be received by 5pm 15 January 2007.

### Categories

Awards Category	Please Tick Applicable Category
Local Government	
State & Federal Government	
Not-for-profit	
Small Business (less than 50 full-time employees)	
Medium Business or Division (between 50 and 500 full-time employees)	
Large Business (over 500 full-time employees)	
Service Excellence in a Call Centre	

**Individual Awards must be nominated on a separate application available from [http://www.csia.com.au/individual\\_awards.asp](http://www.csia.com.au/individual_awards.asp) or by emailing [awards@csia.com.au](mailto:awards@csia.com.au)**

## Terms & Conditions

I hereby apply on behalf of my organisation for entry into the 2006/07 Australian Service Excellence Awards, and agree to be bound by the relevant terms and conditions. I declare that all information supplied is accurate and that I am an authorised representative of the Organisation.

Signature: ..... Date: .....

### Please return by 15 January, 2007 to:



Customer Service Institute of Australia Limited  
ACN 099 025 528

Address for Correspondence:

PO Box 811  
Edgecliff NSW 2027

Tel: (02) 9386 4477 Fax: (02) 9387 4477

Email: [Info@csia.com.au](mailto:Info@csia.com.au)

Internet: [www.csia.com.au](http://www.csia.com.au)

Disclosure

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The CSIA is a not for profit company limited by guarantee.

## Award Submission Guidelines

The following criteria highlights a number of key elements which should be present in each awards submission. Whilst the judges will expect some information from each subject heading, this criteria is provided as a guide only. Submissions should be no longer than 2500 words.

### Background

The company's history, the past experiences of the proprietor, chief executive, managers and any key staff.

### Products

Any special products or services developed distributed, manufactured or promoted by the company – and how these products or services, are marketed and sold. How the effective design of products and services make good customer service possible.

### Company Philosophy

The aim and vision of the company, particularly with regard to customer service, risk taking, research and Quality.

### Management and Leadership

What management techniques are used, a look at employee relations and the managerial style of the company. What is the mission, philosophy or guiding principle that directs your approach to customer service? What is done at all levels to develop and promote this approach? Comment on the degree of organisation-wide commitment to Customer Service.

What strategies exist to promote communication both internal and external, between staff and customers, up and down and between functional groups, to ensure sharing of common information, new ideas and feedback? How does the organisation communicate about itself to the general community.

How is the vision for Total Quality Service articulated and motivation for continuous improvement maintained.

## Information and Analysis

What Customer Service research is undertaken by your organisation? How are the current requirements of customers identified? What research is undertaken to predict the future needs of customers?

How benchmarks were obtained and set. What reporting systems were required. How planning was important to your overall success. What performance indicators have been set and monitored. How is data collected and disseminated. How are your management and business practices supported by fact based measurement systems.

## People

What training and development programs exist to drive development in Customer Service at all levels of the organisation? How does the organisation recognise and reward staff in relation to Customer Service.

How has the workforce been involved in developing strategies for success. What areas were identified by employees to improve the company's operations. Is the workforce committed to excellence. How have improvement teams been formed and momentum maintained. How was training used to change workplace culture and build awareness.

## Problem Solving

A look at the problems associated with the introduction of a Total Customer Satisfaction philosophy and how these challenges were overcome. What have been the costs and benefits of your experience.

## Innovation and Improvement

What systems and processes exist to promote ongoing Customer Service improvement across the organisation? What processes exist to optimise employee participation in the development of excellence in Customer Service? How is quality promoted? How are standards maintained and improved? What system improvements have occurred to support people delivering service?

It would be great to include examples of actual or planned innovations to improve Customer Service. The examples could be used to demonstrate some special characteristics of your organisation.

## Responsiveness

How does the organisation encourage, process and use customer and employee feedback? What recovery mechanisms and authority do staff have to solve customer problems?

## Customer Satisfaction and Results

How does the current performance of your organisation compare with its history and other similar organisations? Supporting evidence of customer satisfaction with the goods and services provided by your organisation would enhance your chapter. This could be in the form of anecdotes, examples or even statistical analysis. Evidence that shows the process of improvement over time would be useful.

## Philosophy

Your company's philosophy on success, excellence and world class performance.