



Australian
Service
Excellence
Awards

The Nation's peak awards for customer service - the Australian Service Excellence Awards have been announced *Wednesday, 29 October 2008*

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 in Melbourne on Wednesday, 29 October 2008 hosted by the Customer Service Institute of Australia (CSIA).

The awards were heralded by the Prime Minister, the Honourable Kevin Rudd MP, as "showcasing organisations and individuals that have demonstrated excellence in the realm of customer service" and playing "an important role in promoting the highest standards of professionalism and responsiveness within the Australian business community".

Virgin Blue Airlines and Medicare Australia were presented with the 'Best of the Best' award at the gala function at the National Gallery of Victoria by the Customer Service Institute of Australia (CSIA).

The winners were chosen from a field of Australia's top and most successful customer service organisations including Terumo Corporation Australian Branch, Toop & Toop Real Estate, Pink Salt Double Bay, The Observatory Port Macquarie, Mission Australia, CitiPower Pty Limited & Powercor Australia Limited, Main Roads Western Australia, Vodafone, Westnet, Nokia Care, TransdevTSL Brisbane Ferries, McMillan Shakespeare, City of Belmont, Rockdale City Council, Ergon Energy, Museum Victoria, BUPA Australia, BT Financial Group, Medicare Australia, Virgin Blue Airlines, Country Energy, Telstra Enterprise & Government Customer Care, Rockend and Masterkey Custom.

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

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 Profession 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.

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

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 winners presented with their awards on Thursday night appears below:

National Small Business

Winner – Terumo Corporation Australian Branch

Winner - Toop & Toop Real Estate

Highly Commended - Rockend

National Hospitality

Winner – Pink Salt Double Bay

Highly Commended – The Observatory Port Macquarie

National Not-for-Profit

Winner – Mission Australia

National Customer Charter

Winner – Citipower / Powercor

Highly Commended – Main Roads Western Australia

National Training Excellence

Winner - Vodafone

National Medium Business

Winner – Westnet

Winner – Nokia Care

Highly Commended – TransdevTSL Brisbane Ferries

Highly Commended – McMillan Shakespeare

National Local Government

Winner – City of Belmont WA

Highly Commended – Rockdale City Council

National State and Federal Government

Winner – Ergon Energy



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Highly Commended – Museum Victoria

National Service Excellence in a Call Centre

Winner – BUPA Australia
Highly Commended – BT Financial

National Large Business

Winner – Medicare Australia
Winner – Virgin Blue Airlines
Highly Commended – FoneZone

National Division of a Large Business

Winner – Country Energy
Winner – Telstra Enterprise & Government Customer Care
Highly Commended – Masterkey Custom

National Customer Service Professional of the Year

Winner – Jamie Baker, ANZ
Highly Commended – Jason Tan, MLC Masterkey

National Customer Service Manager of the Year

Winner – Loui Ibrahim, Nokia Care
Highly Commended – Jacki Hiscock, MLC

National Customer Service Leader of the Year

Winner – Saheed Osikoya – Rockdale City Council

National Customer Service Executive of the Year

Winner – Melanie Smith, Telstra Enterprise & Government Customer Care
Winner – Brendan Bloore, CitiPower & Powercor

National Customer Service Advocate of the Year

Winner – Fraser Power, Ergon Energy

National Customer Service Contact Centre Manager of the Year

Winner – Natalie Hannemann

National Customer Service CEO of the Year

Winner – Peter Watson, Transfield Services
Highly Commended – Dr Shayne Silcox, City of Melville

Winner Australian Service Excellence Awards

Best of the Best 2007/08
Winner – Medicare Australia
Winner – Virgin Blue Airlines



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The Customer Service Institute of Australia was established in 1997 to serve the needs of all Australians who work in customer service. Today it is our nation's peak customer service body and secretariat for the International Council of Customer Service Organisations. ICSSO is an international collective of organisations promoting service excellence through the International Customer Service Standard certification program and the International Service Excellence Awards.

Areas of Certification include:

Certified Customer Service Professionals - including our new 'Certified Customer Service Managers' program.

Certified Customer Service Organisations - Look for the 'Certified Customer Service Organisation' Trustmark.

Our members include CEO's, business owners, government employees and of course customer service professionals. High quality customer service is universally regarded as imperative for long term business success. To enhance customer service in your organisation join the CSIA. We are driven by and committed to the development of people, systems and standards to improve customer service.

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