



Australian
Service
Excellence
Awards



2022 Awards Program

Recognising and rewarding the
ingenuity and innovation of Australia's
most outstanding customer service
driven organisations and individuals.



Rewarding
organisations
, teams and
individuals

It has been 21 years since the inaugural Australian Service Excellence Awards (ASEAs). Hosted by the Customer Service Institute of Australia, the ASEAs are Australia's premier customer service awards event, with attendees coming together each year to recognise best practice and innovation in customer service, highlighting their importance in today's business climate.





The Awards

With each passing year the ASEAs have grown in both size and stature. An Australian Service Excellence Award is now a recognised and sought-after symbol of both personal and business excellence with finalists and winners reflecting the best practice and performance in delivering exceptional customer experiences.

Who can enter?

As Australia's premier customer service organisation, CSIA is dedicated to championing customer service across all organisations, whether it is a business of one employee or one thousand. The ASEAs are open to all individuals and organisations servicing Australians.

Why enter?

Entrants see a range of benefits in participating in the ASEAs, including:

- Recognising their organisation's achievements in customer service and enhancing its reputation with customers and competitors.
- Enhancing their organisation's customer service focus, building both a greater confidence in working with customers and increased customer satisfaction levels.
- Acknowledging and rewarding key team members for their contribution to the organisation.
- Building the profile and legitimacy of customer service as a true profession.

Award Categories

The Australian Service Excellence Awards recognise individuals at all levels within organisations, as well as big corporations right through to small businesses. The awards categories are designed to ensure that any person or business working within the customer service space is eligible, so contact us if you're unsure about which apply to you. If you are a regular entrant, please note that some of the categories and their definitions might have changed.



Individual Categories

"In order to be great at customer service you have to be passionate and those are the ones who are generally the best at what they do. The ones who really care about it."

Matthew Hargrave - American Express Australia Limited, 2018 Customer Service Leader of the Year

Customer Service Executive of the Year

This Award is open to C-level executives who seek to drive customer centricity within the organisation, including Chief Executive Officers (CEOs), Managing Directors, Chief Operating Officers (COOs), Executive General Managers, and Vice Presidents of Customer Service.

Customer Service Manager of the Year

This Award suits individuals with roles behind the frontline but below C-level, and can include Customer Service Managers and Customer Experience Managers.

Customer Service Leader of the Year

This category is aimed at leaders managing a team that services internal or external customers. While they might also take a frontline role in working with customers, their role is predominantly focused on managing a team of frontline service professionals.

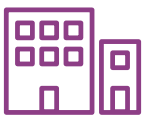
Customer Service Professional of the Year

This award champions individuals who deliver customer service everyday - frontline team members who work with internal or external customers.

Customer Service Advocate of the Year

Advocate of the Year is aimed at recognising customer champions at any level in a business, from the frontline to the C-suite. These individuals demonstrate true passion for customer service excellence in everything that they do, and inspire work colleagues with their zeal and commitment.





Organisation Categories

"When it comes to providing excellent customer service, you cannot stop. The moment you feel you've perfected something is the moment your customer service will begin to suffer."

Adam Centorrino - Centorrino Technologies, 2020 Best of the Best

Customer Service Organisation of the Year - Large Business

This category recognises organisations that have championed customer service throughout the business in the past year, and is open to organisations (or autonomous divisions or business units) with more than 500 full-time employees.

Customer Service Organisation of the Year - Medium Business

This award recognises organisations that have championed customer service throughout the business in the past year, but targets businesses (or autonomous divisions or business units) with 90 to 500 full-time employees.

Customer Service Organisation of the Year - Small Business

Targeting businesses (or autonomous divisions or business units) with fewer than 90 full-time employees, this award recognises smaller organisations in the Australian market.

Customer Service Organisation of the Year - Government/Not-for-Profit

CSIA understands that there are specific requirements and limitations for government and not-for-profit organisations that mean customer service needs to be delivered in a different way. This category levels the playing field in providing a specific category for these vital organisations.

Customer Service Project of the Year

Project of the Year recognises specific and distinct projects completed in the 12 months preceding the Awards which demonstrate innovative problem solving and an improvement to customer service delivery and/or business performance as a result.

Customer Service Team of the Year

This category targets groups of individuals in an organisation that have delivered a demonstrated improvement to customer service delivery and/or business performance. Unlike the Project of the Year, this award is focused on a team of individuals that, by working together, have created a benchmark for how customer service should be delivered by an organisation.

Service Excellence in a Large Contact Centre

This award recognises frontline teams of more than 100 staff in larger contact centres, for the critical role they play in customer service delivery.

Service Excellence in a Medium Contact Centre

This category recognises frontline teams of 20 to 100 staff in mid-size contact centres.

Service Excellence in a Small Contact Centre

This award recognises frontline teams with fewer than 20 seats in smaller contact centres.

How to nominate

Organisations and individuals must nominate via the CSIA website. All nominations must be supported with a fully completed nomination form. You can find out more information about the nomination process and download the relevant forms (individual or organisation) at csia.com.au.

Helpful hints to complete your nomination submission

While the criteria for becoming a finalist varies across the categories, successful nominations will:

- Provide a clear explanation of the organisation, its customers and the customer service challenges it faces.
- Demonstrate a passion for exceeding customer expectations and achieving customer service excellence within an organisation, a team or an individual, including the positive impact it has on the whole organisation's approach to customer service.
- Provide an accurate description of the breadth and depth of activities and/or projects e.g. how many customers are impacted and how large is the project within the business?
- Show the effectiveness of people and programs e.g. what results have been delivered by the nominee and their work?
- Demonstrate continuous review and improvement of individual and program work.

Judging Process

The Awards judging panel includes a lead judge appointed by CSIA and a panel of guest judges selected from applicants from CSIA's membership.

The judging process commences with shortlisting nominations to select the finalists for each category. Finalists are invited to present to the judging panel who determine the winner for each category.

Judging Criteria

The criteria for judging is based on the International Customer Service Standard (ICSS:2020-2025), a framework of 24 specific measures that can be applied equally to governments, not-for-profit and for-profit organisations of all sizes and across industry sectors. Using a balanced scorecard approach, these measures can be grouped into four distinct perspectives.

Nominations should address these four perspectives, providing an overview of the individual, team, project, or organisation and explain their performance in the last year in relation to the perspectives.



Learning and Growth Perspective



Operational Perspective



Service Perspective



Financial Perspective

Culture
How do you create a culture of customer service and what do you put into it?

Consistency
How do you ensure consistency in the delivery of customer service?

Quality
How do you deliver a high quality of customer service in your organisation?

Performance
How does customer service impact business performance?



Key Dates – 2022 Australian Service Excellence Awards Program

February 01, 2022	Nominations Open
May 31, 2022	Nominations Close
June 20, 2022	Finalists Announced
July – September 2022	Finalist Judging Presentations
October 2022	Winners Announced (date to be advised)

Fees

The fees* are a single amount for the entire submission and judging process.

Members

- Individual - level nomination \$195 (Including GST)
- Organisation - level nomination \$595 (Including GST)

Non-Members

- Individual - level nomination \$285 (Including GST)
- Organisation - level nomination \$745 (Including GST)

***It's important to note:**

Individual CSIA member discounts only apply to the nominee, not the nominator. Further, individual CSIA members do not receive discounts for organisation - level (corporate) nominations. Any fees incurred to participate in the judging process (e.g. travel to and from interview site for individuals) are the responsibility of the entrant.



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Need Help?

More about ICSS

To get a copy of the ICSS contact the CSIA team at awards@csia.com.au

More about ASEA

For more information about the Australian Service Excellence Awards program, call us on 1300 912 700 or email us at awards@csia.com.au