

Sydney Cricket Ground's world-class customer service recognised

Congratulations to the Sydney Cricket Ground for achieving certification to the International Customer Service Standard.

The Sydney Cricket Ground has been recognised as a world leader in customer service by the Customer Service Institute of Australia.

The International Customer Service Standard (ICSS: 2020-2025) certification recognises the outstanding fan experiences that the SCG is known for and has continued to deliver during COVID-19.

Venues NSW and SCG CEO Kerrie Mather said the certification follows months of self and onsite assessments.

"Excellence in customer service is essential to extraordinary live experiences and destinations for our spectators, our sports partners and our many commercial, community and charity partners," Ms Mather said.

"The certification has recognised what we do well but has also identified where there is room for improvement so that we can continue to progress towards becoming an organisation with the fans at the centre of everything we do."

The SCG is a part of the Venues NSW network, which includes Stadium Australia, Sydney Football Stadium, Bankwest Stadium, McDonald Jones Stadium, WIN Stadium and Entertainment Centre and the Newcastle Entertainment Centre.



Ms Mather said the SCG's customer service framework provides a perfect roadmap to implement best practice customer service management across the network.

The CSIA recognition highlights the processes and systems that have delivered a superior customer experience in areas including facility management, cleaning and security, ticketing and scanning systems, and ingress and egress safety procedures.

The Sydney Cricket Ground joins Sydney Airport, HCF, Optus and Melbourne Cricket Ground as receiving CSIA recognition.



venues.
new south wales