



Australian
Service
Excellence
Awards



2021 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 20 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.





Benefits

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.

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.

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.

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 award 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 categories and their definitions might have changed.



Individuals

"In order to be great at customer service you have to be passionate and those are the ones who are generally are 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.





Organisations

"Our people genuinely care for our customers. Every event and every interaction. We wouldn't be here if it wasn't for everybody in the team"

Donna Price - Melbourne Cricket Club
Winner Customer Service Organisation (Large) and Best of the Best 2019

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.

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

Like the Large Business category, 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 legislative requirements and budget limitations for government and not-for-profit organisations that mean customer service excellence needs to be delivered in a different (and often creative) way. This category levels the playing field in providing a specific category for these vital organisations.

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.

Nominations

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 a 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.

You can include supporting documentation as part of your nomination, but be aware that there is a 2,500 word limit for all submissions. Nomination forms can be downloaded from the CSIA website when this year's nominations open on Monday 1st February 2021

Judging Criteria

The criteria for judging is based on the International Customer Service Standard (ICSS:2020-2025), a framework of 25 specific measures that can be applied equally to government, not-for-profit and for-profit organisations of all sizes and across industry sectors. Using a balanced scorecard approach, these 25 measures can be grouped into four distinct perspectives.

Nomination Submission

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

Culture

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



Operational perspective

Consistency

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



Service perspective

Quality

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



Financial perspective

Performance

How does customer service impact business performance?



Key Dates

01 February	ASEAs nominations open
31 May	ASEAs nominations close
15 June	Finalists are notified The Awards judging committee determine finalists based on nominations submissions
July to September	Judging Interviews <ul style="list-style-type: none"> • On-site interviews (for organisations, teams and projects) • In-depth interviews (for individuals)
Mid to late October	Gala Presentation Dinner Winners are announced at the ASEAs gala presentation dinner to be held in Sydney (exact date to be announced in February 2021)

Fees

The fees are a single amount for the entire judging process. These fees are as follows:

Members*

Individual - level nomination	\$195 (Including GST)
Organisation - level nomination	\$575 (Including GST)

Non-Members

Individual - level nomination	\$295 (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.



Australian Service Excellence Awards



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