2025

Australian Service Excellence Awards

Organisation Category Nomination Questionnaire

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| **2025 Australian Service Excellence Awards Organisation Nomination Questionnaire** |
| InstructionsThank you for entering the 2025 Australian Service Excellence Awards Program. We are delighted that you are choosing to recognise service excellence and commend you for submitting a nomination.* Please complete all sections of this form.
* Once completed this form must be submitted to CSIA through the online awards nomination portal which can be found at [www.csia.com.au/awards](http://www.csia.com.au/awards)
* Please complete a separate form for each nomination.
* This form is for organisation category nominations only. Nominations for individual categories can be made using the 2025 Australian Service Excellence Awards Organisation Nomination Form.
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| Judging CriteriaThe five sections below should be used to explain the role of the individual nominee, and why you feel they should be considered for the relevant award category.The questions that we ask are related to the core elements of the International Customer Service Standard (ICSS: 2020-2025). We’d recommend reviewing the Standard as a way of familiarising yourself with some of the issues and factors that may be considered in judging your submission. Where possible, please provide specific examples of how the nominee has delivered against the core elements of the Standard, as referenced below:

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| Culture | Consistency | Quality | Performance |
| How does your organisation create a culture of customer service?  | How does your organisation ensure consistency in the delivery of customer service?  | How does your organisation deliver a high quality of customer service | How does customer service impact your organisational performance?  |

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| Section 1: Nomination InformationPlease provide the following information: |
| Organisation name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Nomination category (please tick):* Customer Service Organisation of the Year - Large Business
* Customer Service Organisation of the Year - Small Business
* Customer Service Organisation of the Year - Government/Not-for-Profit
* Customer Service Organisation of the Year - Local Government
* Service Excellence in a Large Contact Centre
* Service Excellence in a Small Contact Centre
 | Nominator name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Nominator job title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Nominator email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Nominator phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

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| Section 2: Nomination OverviewPlease provide an explanation of your organisation or contact centre and why you feel that they should be considered for an award (approximately 300 words). |
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| Section 3: CultureHow does your organisation create a culture of customer service? In this section, you may want to outline how the skills and talents of staff are improved to deliver superior customer service, for example learning and development programs, reward and recognition initiatives, and any specific recruitment methodology you follow. You may also want to highlight what and how technology is leveraged to create positive customer experiences (approximately 300 words). |
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| Section 4: OperationsHow does your organisation ensure consistency in the delivery of customer service? What mechanisms and systems are in place to ensure a better level of customer experience? How is the quality of customer service measured? If applicable, how have you ensured after sales service is delivered? (approximately 300 words). |
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| Section 5: Service PerspectiveHow does your organisation deliver a high quality of customer service? How does your organisation or contact centre work with customers, suppliers and partners to deliver a better quality of product or service? If applicable, how have you used market trends and industry best practice to deliver better customer service? You may like to include how long-term relationships with customers have been built, how complaints are handled, how customer insights are collected, and how these insights are used for continuous improvement purposes (approximately 300 words). |
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| Section 6: Finance and Governance PerspectiveHow does customer service impact your organisational performance? How has your organisation or contact centre created growth in revenue, cost efficiencies and profit for the organisation through superior customer service? (approximately 300 words). |
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