



Australian Service Excellence Awards

2024 Program Brochure





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



It has been over 20 years since the inaugural Australian Service Excellence Awards (ASEA). Hosted by the Customer Service Institute of Australia (CSIA), the Awards are Australia's premier customer service awards program and event, with attendees coming together each year to recognise best practice and innovation in customer service, highlighting their importance in today's business climate.

Service Excellence in a Large Contact Centre



The Awards

With each passing year the ASEA 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 ASEA are open to all individuals and organisations servicing Australians.

Why enter?

Entrants see a range of benefits in participating in the ASEA, 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.

Awards 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

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.

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

Customer Service Organisation of the Year

This category recognises organisations that have championed customer service throughout the business, and is open to entire organisations or autonomous divisions and business units.

Subcategories

- Large: 500+ FTE employees
- Medium: 90 - 500 FTE employees
- Small: <90 FTE employees
- Government / Not-For-Profit

Service Excellence in a Contact Centre

This award recognises frontline teams working in contact centres or customer service centres for the critical role they play in customer service delivery.

Subcategories

- Large: 100+ FTE
- Medium: 20 - 100 FTE
- Small: <20 FTE

Customer Service Team of the Year

This category recognises teams in an organisation that have demonstrated exceptional customer service delivery and/or business performance in an organisation. 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 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.

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

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 - 2024 Awards Program

- February 01, 2024 - Nominations Open
- May 31, 2024 - Nominations Close
- June 10, 2024 - Finalists Announced
- July 22, 2024 - Finalist Judging Presentations Commence
- August 30, 2024 - Finalist Judging Presentations Conclude
- October 24, 2024 - Winners Announced

Entry Fees

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

CSIA Members

- Individual Award nomination \$165 (Including GST)
- Organisation Award nomination \$495 (Including GST)

Non-Members

- Individual - level nomination \$220 (Including GST)
- Organisation - level nomination \$595 (Including GST)

The Australian Service Excellence Awards terms and conditions are available on the CSIA website or can be requested from the CSIA team at awards@csia.com.au

Would you like to know more?

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



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