

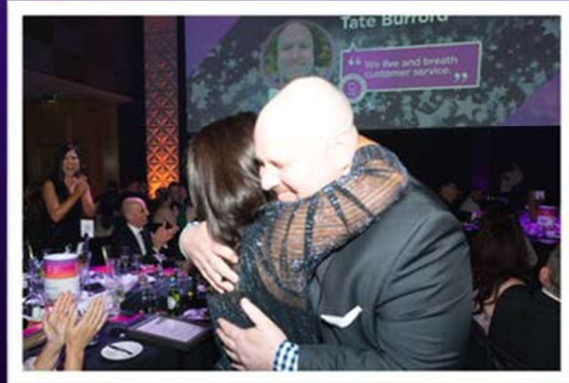
Australian Service Excellence Awards

2026 Programme 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.



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.

The Gala Dinner

In 2026, we'll be returning to Sydney with a gala dinner at the Fullerton Hotel Sydney, in the heart of Sydney's financial and fashion district, and housed in the historic 150-year-old former General Post Office building.



The 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

Executive of the Year

This Award is open to C-level executives who drive customer centricity within their organization, and recognises outstanding leadership in organisational customer centricity. This nomination can encompass all or parts of vision setting, organisation enrolment, cultural change, strategies and delivery.

CX Manager of the Year

This Award celebrates the roles between the frontline and the leadership team that make customer service excellence tangible, and targets Customer Service Managers and Customer Experience Managers for the excellence they bring to their roles. This nomination celebrates those who translate strategy into actionable plans, driving customer-centric culture in their teams and enabling teams who deliver customer service to deliver exceptional services.

Frontline Team Leader of the Year

This Award celebrates the day-to-day leaders in customer service who enable daily excellence in customer service. This award will be given to a frontline team leader who makes customer service their personal mission and enables their team to deliver award winning customer service every day



Frontline Specialist of the Year

This Award champions those individuals who deliver customer service every day - frontline team members who work with internal or external customers. These professionals demonstrate exceptional skills in meeting customer needs and representing their organization's values.

Learning and Development Professional of the Year

This Award recognizes individuals who excel in developing customer service skills in others. It celebrates trainers who build capability, inspire excellence, and empower employees to deliver outstanding customer experiences.

Digital Specialist of the Year

This Award recognises individuals who harness digital tools, platforms, and technologies to deliver outstanding customer experiences. It celebrates those who bridge the gap between technology and the customer, designing and optimising digital touchpoints that are seamless, intuitive, and effective.

Insight Specialist of the Year

This Award celebrates those who turn customer data, research, and feedback into meaningful action. It recognises professionals who champion the voice of the customer within their organisation — translating complex information into clear intelligence that shapes strategy, improves experiences, and drives measurable outcomes.

CX Designer of the Year

This Award recognises individuals who apply design thinking and human-centred principles to shape the experiences their organisations deliver. It celebrates those who work across journeys, service blueprints, and touchpoints to create experiences that are thoughtful, cohesive, and built around genuine customer need — from journey mapping and service design through to the cross-functional collaboration required to bring great CX to life.

CX Rookie of the Year

This Award celebrate an individual who is in the first two years of their customer experience career and has already demonstrated exceptional promise, passion, and impact. It celebrates those who have hit the ground running — bringing fresh thinking, energy, and a genuine commitment to customer-centricity that above and beyond their experience level.

Organisation Categories

Customer Service Organisation of the Year - Large Business

This Award celebrates organisations of 500 or more staff who have collectively delivered a demonstrated improvement to customer service and business performance. These large teams demonstrate how effective collaboration can create remarkable customer experiences and set new standards for service delivery.

Customer Service Organisation of the Year - Medium Business

This award recognises those organisations of between 90 and 500 staff who have collectively delivered a demonstrated improvement to customer service and business performance. This award recognises the importance of mid-sized teams in delivering a superior customer excellence.

Customer Service Organisation of the Year - Small Business

This award recognises those organisations of fewer than 90 staff who have collectively delivered a demonstrated improvement to customer service and business performance. This award recognises how smaller teams can make a bigger impact through their unified approach to customer excellence.

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

CSIA understands that there are specific legislative requirements and budget limitations for state and federal government and not-for-profit organisations that mean customer service excellence needs to be delivered in a different (and often creative) way. This category recognises the unique constraints and value of these vital organisations.

Customer Service Organisation of the Year - Local Government

Local governments are the lifeblood of their communities. This award specifically recognizes local government that have demonstrated outstanding customer service. It celebrates their commitment to serving community members with excellence despite resource constraints.

Service Excellence in a Large Contact Centre

This award acknowledges large contact centres with 100 or more FTEs that have demonstrated service excellence. It recognizes the critical role these centres play in customer service delivery and their ability to maintain high standards while managing high volumes of customer interactions.

Service Excellence in a Medium Contact Centre

This category honours smaller contact centres with fewer than 20-100 FTEs that have achieved outstanding service excellence, showcasing their skills in delivering exceptional CX in customer-facing roles.

Service Excellence in a Small Contact Centre

This category honours smaller contact centres with fewer than 20 FTEs that have achieved outstanding service excellence. It celebrates their ability to provide personalized, high-quality service while efficiently managing resources.

Project Categories

Digital Customer Experience of the Year

This award recognizes organizations that have leveraged digital and social media platforms and technologies to create seamless, innovative, and effective customer experiences. It celebrates excellence in online engagement, digital transformation, and the successful integration of technology to enhance customer journeys.

CX Transformation of the Year

This award celebrates organisations that have delivered a significant, sustained program of change to improve their customer experience. It recognises transformative initiatives that span people, process, or structure — and have resulted in measurable, lasting improvements to customer satisfaction and business performance.

Innovative Customer Experience of the Year

This award celebrates organisations that have brought a genuinely original idea, approach, or technology to their customer experience. It recognises initiatives where the novelty of the thinking is central — projects that challenge conventional service models and set a new benchmark for what customer experience can look like.

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 are 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.

Key Dates

- **4th May** – Nominations open
- **17th August** – Nominations close
- **19th August** – Finalists announced
- **21st September** – Judging commences
- **9th October** – Judging closes
- **6th November** – ASEA Gala dinner

Entry Fees

Members

- Individual nomination - \$199 (including GST)
- Organisation / Project nomination - \$499 (including GST)

Non-members

- Individual nomination - \$399 (including GST)
- Organisation / project nomination - \$649 (including GST)

Note:

- Individual CSIA member discounts only apply to the nominee, not the nominator.
- Individual CSIA members' do not receive discounts for organisation-level (corporate) nominations.
- Any fees incurred to participate in the judging are the responsibility of the entrant.

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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