



Australian Service Excellence Awards

2025 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 2025, 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

Customer Service 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.

Customer Service 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.

Customer Service 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 team leader who makes customer service their personal mission and enables their front-line colleagues to deliver award winning customer service every day through their actions and attitude



Customer Service Professional of the Year

This Award champions 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.

Customer Service Advocate of the Year

Advocate of the Year celebrates the one person in an organisation that lives and breathes the concept of customer service excellence at any level of the organisation.

Organisation Categories

Customer Service Organisation of the Year - Large Business

This Award celebrates organisations of 200 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 - Small Business

This award recognises those organisations of fewer than 200 staff who have collectively delivered a demonstrated improvement to customer service and business performance. This award recognizes 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 Small Contact Centre

Project Categories

This category honours smaller contact centres with fewer than 30 FTEs that have achieved outstanding service excellence. It celebrates their ability to provide personalized, high-quality service while efficiently managing resources.

Service Excellence in a Large Contact Centre

This award acknowledges large contact centres with 30 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.

Customer Feedback Implementation of the Year

This award honours organizations that have demonstrated excellence in collecting, analysing, and implementing customer feedback to drive meaningful improvements. It recognizes systematic approaches to turning customer insights into tangible service enhancements.

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.

Customer Experience Transformation of the Year

This award celebrates organizations that have successfully implemented significant changes to improve their customer experience. It recognizes transformative initiatives that have resulted in measurable improvements to customer satisfaction and business outcomes.

Customer Loyalty Program of the Year

This award recognizes organizations that have developed and implemented exceptional customer loyalty initiatives. It celebrates programs that effectively engage customers, build lasting relationships, and drive repeat business through innovative rewards and recognition.

Customer-centric Culture of the Year

This award honours organizations that have successfully embedded customer centricity into their organizational DNA. It recognizes companies where every decision, process, and employee is aligned around delivering exceptional customer experiences.

Innovative Customer Transformation of the Year

This award celebrates organizations that have implemented groundbreaking approaches to transform their customer experience. It recognizes innovative projects that have disrupted traditional service models and created new standards of excellence.

Corporate Social Responsibility Programme of the Year

This award recognizes organizations that have successfully integrated corporate social responsibility into their business model while maintaining excellent customer service. It celebrates the harmonious balance between social impact, environmental stewardship, and customer satisfaction.

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

- 29th April – Nominations open
- 18th August – Nominations close
- 22nd August – Finalists announced
- 25th August – Judging commences
- 3rd October – Judging closes
- 24th October – 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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