



**MEDIA RELEASE**  
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## **Customer Service Institute of Australia Relaunches**

Under the leadership of recently appointed CEO Anouche Newman, Australia's leading independent customer service organisation, the [Customer Service Institute of Australia](http://www.csia.com.au) (CSIA) has announced its first major relaunch since opening its doors in 1997.

The new look CSIA has relaunches a fully responsive website, championed the update of the International Customer Service Standard, and introduced a realigned business strategy that focuses on driving improved and continual improvement in customer service for Australian businesses and individuals.

The newly updated International Customer Service Standard (ICSS: 2015-2020) is a significant update, reinforcing a holistic approach across a number of organisation components to assess and acknowledge an organisation's customer service focus. ICSS is a framework for customer experience management and provides both a recognisable benchmark and a 'how to' implementation approach.

Another new initiative is the introduction of a series of regular thought-provoking events called, Think Eat Act. This networking event series will offer insights into world's best-practice in customer service and customer experience to designed to advance the customer service profession in Australia.

Newman said of the relaunch: "We are looking ahead to an exciting future for CSIA and I am passionately committed to placing our members and clients at the core of everything we do.

"We believe that great customer experience is fundamental to the success of every business and our mission is to help organisations and individuals see through the customer's lens with best-practice training, certification and practical support."

The new CSIA was officially revealed at the 14<sup>th</sup> annual Australian Service Excellence Awards, held in Melbourne on Wednesday, 28 October. The awards recognise Australia's outstanding customer service-driven organisations and individuals, illustrating the highest standards of management, training and commitment to improved customer experiences.

The 2015 awards also featured an international guest, Customer Service Institute of America's Christine Churchill Burke and Non-Executive Director of the Nine Entertainment Corporation and AMP, Holly Kramer.

For more information, please visit [www.csia.com.au](http://www.csia.com.au).

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**About Customer Service Institute Australia**

Founded in 1997, [Customer Service Institute of Australia](http://www.csia.com.au) is the country's leading independent customer service organisation. CSIA believes that great customer experience is fundamental to every business, and supports organisations and individuals with best-practice know-how, international recognition and practical support. The CSIA is committed to helping organisations and individuals see the world through a customer lens. For more information or enquiries, visit [www.csia.com.au](http://www.csia.com.au). Follow us on Twitter @CSIA\_AUS and Instagram @CSIAAUS.