



Australian
Service
Excellence
Awards

MEDIA RELEASE

Thursday, 27 October 2016

AUSTRALIA'S MOST OUTSTANDING CUSTOMER SERVICE ORGANISATIONS AND INDIVIDUALS NAMED

Australian Service Excellence Awards 2016

Customer Service Institute of Australia (CSIA), the nation's leading independent customer service body, has rewarded exceptional customer service-driven organisations and individuals at the 2016 Australian Service Excellence Awards, held in Melbourne last night.

Hosted by CSIA and exclusive partner Salesforce, a leader in customer relationship management, the event saw a crowd of more than 650 industry movers and shakers celebrate the night's winners at the annual gala dinner event held at the Crown Palladium Ballroom.

Winners included American Express, who took home the *Best of the Best Award*, the evening's top accolade, along with *Service Excellence in a Large Contact Centre* for the company's consistent culture of self-improvement. This is the seventh consecutive year the company has taken home an Australian Service Excellence Award.

AMP Capital Shopping Centres was awarded *Service Excellence in a Large Business* while The Observatory Hotel claimed *Service Excellence in a Small Business*. Repeat winner the Hospitals Contribution Fund of Australia (HCF) also took home the award for *Service Excellence - Not for Profit*.

Individuals at all levels were also recognised for their diligence and passion for outstanding customer engagement, including Yazmin James at American Express who won *Customer Service Advocate of the Year*, and Hayden Innes from NAB - Wealth Operations who took home the coveted *Customer Service Professional of the Year Award*.

Customer Service CEO of the Year was awarded to Dominic Drenen from Click Energy for his leadership of an organisation that consistently surpasses its competitors in providing an intuitive customer experience whilst delivering year on year growth of 25%.

Ivy College was successful in both the individual and organisational categories, demonstrating a strong commitment to a culture centered squarely on customer service. The organisation took out the *Service Excellence in a Medium Business Award* and *Customer Service Leader of the Year*, presented to employee Cynthia Di Natale.

This year also saw the introduction of The Friendly Awards – a category of awards that recognise Australia's friendliest companies. The Friendly Awards are based solely on consumers' experiences with Australia's leading brands. CSIA polled 2,000 Australians to identify the providers of the friendliest customer service across 15 key industries.

CEO of Customer Service Institute of Australia Anouche Newman said that there was an immensely strong pool of entries this year and all of an exceptional standard.

"The winning individuals and organisations have demonstrated an outstanding ability to keep their customers in focus at all times.

"For the first time friendliness was also recognised, as recent research we conducted revealed that friendliness is the biggest factor in delivering a great customer experience.

"The Australian Service Excellence Awards are endorsed by the Prime Minister of Australia and recognised by the International Council of Customer Service Organisations, therefore receiving an award is a tremendous achievement and winners should be very proud," she said.



Australian
Service
Excellence
Awards

Now in its 15th year, the Australian Service Excellence Awards are Australia's premier customer service awards event, and are a recognised symbol of personal and organisational excellence.

A full list of national winners is included below:

Australian Service Excellence Awards 2016 Winners	
Award category	Winner
Organisations	
Best of the Best	American Express Australia Limited
Service Excellence in a Large Business	AMP Capital Shopping Centres
Service Excellence in a Medium Business	Ivy College
Service Excellence in a Small Business	The Observatory Hotel, Southern Cross Resorts
Service Excellence in a Large Contact Centre	American Express Australia Limited
Service Excellence in a Medium Contact Centre	Sunsuper
Service Excellence in a Small Contact Centre	Centorrino Technologies
Service Excellence in a Large Business - International	Hindustan University
Customer Service Project of the Year	Link Housing - Mystery Shopper Program
Customer Service Team of the Year	V/Line - Pakenham Team
Service Excellence - Government	City of Melville
Service Excellence - Not for Profit	The Hospitals Contribution Fund of Australia Limited (HCF)
Individuals	
Customer Service CEO of the Year	Dominic Drenen, Click Energy
Customer Service Executive of the Year	Brett Jorgensen, Defence Housing Australia
Customer Service Manager of the Year	Vedran Sukurma, Virgin Mobile Australia
Customer Service Leader of the Year	Cynthia Di Natale, Ivy College
Customer Service Professional of the Year	Hayden Innes, NAB - Wealth Operations
Customer Service Advocate of the Year	Yazmin James, American Express Australia Limited

The Friendly Awards 2016 Winners	
Award category	Winner
Everyday Banking	Bendigo Bank
Internet Service Provider	Amaysim



Australian
Service
Excellence
Awards

Superannuation	AMP Superannuation
Home Loans	ANZ Bank
Home Insurance	RACQ
Health Insurance	HBF
Automotive Servicing	BMW
Retail	Mitre 10
Fast Food	Boost Juice
Domestic Airlines	Qantas Airways
Cruise Lines	Carnival Cruise Line
Electricity Provider	ActewAGL
Gas Provider	Simple Energy
Water Provider	Yarra Valley Water

For more information about the awards and the full details of all the winners and images, visit www.csia.com.au. #CSIA2016 #ASEA

-ENDS-

For more information, please contact:

Rachael McKenzie, Access, 02 9292 7011, 0433 890 127, rachaelm@accesspr.com.au

Rachael Hoy, Access, 02 9292 7112, 0416 400 737, rachael@accesspr.com.au

About Australian Service Excellence Awards:

Held by the Customer Service Institute of Australia, the 15th annual Australian Service Excellence Awards represent the pinnacle of recognition in customer service excellence for Australia's most outstanding customer service-driven organisations and individuals across a broad industry base.

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 goal of this Sydney-based Institute is to help people see the world through a customer lens. For more information or enquiries, visit www.csia.com.au. Follow us on [Twitter](#) and [LinkedIn](#).