



**INTERNATIONAL COUNCIL  
OF CUSTOMER SERVICE  
ORGANIZATIONS**  
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## **Announcing the International Service Excellence Award Winners 2009**

### **Organizations and individuals are recognized for their commitment to service excellence with the 2009 International Service Excellence Awards**

Chicago, Illinois November 20, 2009 -- In recognition of being leading service providers globally, organizations and individuals were awarded with an International Service Excellence Award.

The Customer Service Institute of America ([CSIA](#)) is the body delegated by International Council of Customer Service Organizations ([ICCSO](#)) to manage the 2009 International Service Excellence Awards. These awards are the world's peak customer service awards with leading customer service organizations and individuals around the globe being nominated in a variety in categories to recognize their commitment to customer service excellence. These awards are sought after by government, not-for-profit and for-profit organizations of all sizes and across all industries globally.

Christine Churchill, Executive Director, Customer Service Institute of America was extremely impressed and overwhelmed by the quality of this year's entrants; 'The current economic environment is challenging organizations and individuals across the globe. This is really a time when organizations are able to demonstrate not only their resiliency but, their ability to accept a challenge and innovate through uncertainty.'

'Certainly there were many customer service stars that were visible this year' says Brett Whitford, Secretary-General, International Council of Customer Service Organizations. 'Our judges were exposed to some exceptional approaches to creating outstanding customer experiences and are always pleased to see the customer service profession receive the attention and accolades it deserves for contributing to the customer experience as well as an organization's bottom line. This year's award winners have demonstrated that they are leaders in customer service and are worthy of our top awards.'

### **Judging Criteria**

The judging criteria for the International Service Excellence Awards is based on the rigorous International Customer Service Standard ([ICSS](#)), which provides a comprehensive and practical framework to assist organizations deliver consistently high levels of service. Organizations applying in each of the award categories are asked to demonstrate the following to the Award judges:

1. An approach to each of the attributes outlined in the International Customer Service Standard
2. The breadth and depth of the deployment of each approach
3. Results flowing from the approach and deployment
4. The level of customer involvement in the strategic decision making of the organization
5. Evidence of continuous review and improvement against the ICSS criteria

The Judging Committee consists of representative senior business and public sector individuals actively involved in the customer service profession.

## 2009 International Service Excellence Award Winners:

### Company Awards:

**Large Business** (over 4000 employees)  
**Kelly Services (US)**

**Large Business – Highly Commended**  
**ICICI Prudential Life Insurance Inc.**

**Division of a Large Business**  
(Hospitality and Tourism)  
**Hong Kong Disneyland**

(Business to Consumer and Business to Business)  
**FedEx Customer Information Services**

**Contact Center**  
**Cvent Client Services**

**Medium Business** (501-3999 employees)  
**InfoCision**

**Small Business** (less than 500 employees)  
**AppRiver AND**  
**Citynet**

**Customer Charter**  
**ICICI Prudential Life Insurance Inc.**

### Individual Awards:

**Customer Service Manager**  
**Nigel Badminton, Hotel Manager,**  
***The New York Palace***

**Customer Service Professional**  
**William Payne, Customer Service**  
**Associate, *Enterprise Rent-A-Car***

**Customer Service Leader**  
**Priya Nayak, Vice President,**  
***ICICI Prudential Life Insurance Inc.***

**Chief Customer Officer**  
**Martin Daley, Head of Guest Services,**  
***Virgin Blue***

**Customer Service Contact Center Manager**  
**Pati Crowley, Director of Customer**  
**Experience, *Bath & Body Works***

**Customer Service Executive**  
**Michael Biondo, VP Customer Operations,**  
***Thumbplay***

If you would like to nominate your organization or a colleague for an International Service Excellence Award please contact us at the number below or the email associated with this media release.

### About **Customer Service Institute of America**:

The [Customer Service Institute of America \(CSIA\)](#) is to be the professional body of choice for customer service leaders across the US. The Institute has the exclusive North American rights to distribute the [International Customer Service Standard \(ICSS\)](#) and certify Organizations against the Standard.

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