

BT FINANCIAL GROUP 'BEST OF THE BEST' IN CUSTOMER SERVICE

Wednesday, 10 November 2010

BT Financial Group (BTFG) reigned supreme at last night's Australian Service Excellence Awards taking out two top line honours - the blue ribbon award, 'Best of the Best' for Outstanding Excellence in Customer Service, as well as taking home top prize for 'Division of a Large Business'.

Accepting the award last night, Chief Executive Brad Cooper said BTFG has an ambition to create an organisation that actually earns all its customers' business.

"This is an ambition that really resonates with all our people," Mr Cooper said.

"It gives us permission to talk to our customers to find out what we can do with our product as well as our delivery to actually earn all of their financial services business.

"This award is a wonderful example of what happens when great ideas and passionate people come together and reflects the alignment across all our business areas."

The Australian Service Excellence Awards are not industry specific, meaning BTFG was judged against organisations from a variety of industries including financial services, telecommunications, travel as well as federal and state government agencies.

"We put our hat in the ring knowing we would be up against other organisations that strive for service excellence across all parts of their offering, but this award really underscores the passion our people have for delighting customers," Mr Cooper said.

"We listen, learn and act on their feedback and measure our success on what matters most to our customers."

With a team of approximately 1,100 people BTFG's customer service business delivers services across a broad customer base to: platforms, wrap, general investment, corporate super, personal super and life insurance handling more than 3 million customer interactions annually.

About the Australian Service Excellence Awards: These annual awards are conducted by the Customer Service Institute of Australia and are the ultimate recognition of the provision of outstanding customer service levels. Submissions are judged against the National Customer Service Standards and organisations are judged by senior assessors that 'mystery shop' and conduct site visits. These awards are a showcase of businesses that illustrate the highest standards in management, training and commitment to excellence in their industry.

A member of BT Financial Group

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