

BT Financial Group wins global award for customer service

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BT Financial Group Customer relations has been awarded 'Contact Centre of the World 2015' in the Large Contact Centre category against an international line-up in the USA last week.

BT Financial Group's customer relations team handle over two million customer enquiries annually with the focus on exceeding expectations in both the quality of the information provided and the timeframes.

In May this year BT Financial Group won the best Large Contact Centre in the Asia Pacific region which put the team in the running for the global award.

Jackie Boylan Head of Customer Relations, BT Financial Group said she was delighted that BT has been recognised amongst its international peers.

"World's best practice is something we strive for and these awards rank us globally on our performance in delivering to our customers," said Ms Boylan.

BT Financial Group's customer service team use email, phone, facsimile and web chat to communicate with clients and operate under the guiding purpose to 'enable a better future for customers, one conversation at a time'.

"This award speaks to the heart of our business and goal as part of the Westpac Group to be one of the world's best service companies," concluded Ms Boylan.

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About the Global Contact Center Awards

The Annual Global Contact Center Awards are run by Contact Center World, The Global Association for the Contact Center & Customer Engagement Best Practice. The awards are in their eleventh year and are held each year in the USA.

The awards comprise a written and video submission judged by the industry. All finalists have to present to their peers who vote to determine the winner.