

Media Release

BTFG ACHIEVES EXCELLENCE IN CUSTOMER SERVICE

October 2009

The BTFG Customer Service team scooped the pool at the recent CSIA Australian Service Excellence Awards recognising the team's high standards of management, training and commitment to service excellence.

BTFG was successful in all award categories entered, winning:

- National Contact Centre of the Year (private sector)
- NSW Contact Centre of the Year
- Gai McGrath, National Customer Service Executive of the Year (joint winner)
- Gai McGrath, NSW Customer Service Executive of the Year
- Jason Flanagan, National Contact Centre Manager of the Year
- Jason Flanagan, NSW Contact Centre Manager of the Year.

The CSIA Australian Service Excellence Awards showcase achievement in Customer Service. The criteria for the Australian Service Excellence Awards is based on the International Customer Service Standard, which provides a comprehensive and practical framework to assist organisations deliver consistently high levels of service.

“This award recognises excellence in customer service and reflects the combination of our customer service professionals and processes that delivers the very best customer experience,” said Gai McGrath, General Manager, Customer Service, BT Financial Group.

“Delivering a great customer experience requires us to ensure our collective focus is on the customer and improving their experiences with us.

“Understanding our customers’ needs is paramount – our team understands that customer service is not a ‘one size fits all’ approach.

“In the end, customers have the choice of who they go to for their financial needs, so it is important we exceed their expectations each and every time they deal with us.”

For further information contact:

Kate Gorman, Senior Media Relations Mgr - BT Financial Group, 02 8253 2735
kate.gorman@btfinancialgroup.com

The BTFG Contact Centre

The BTFG Contact Centre operates from a number of sites providing contact centre services to 1.5 million customers of BTFG across a range of brands. Throughout the year the contact centre handles just under 2 million phone calls and 50,000 emails and letters.