

# **PRESS RELEASE - IMMEDIATE**

## **“THE WEST IS BEST – IT’S OFFICIAL”**

### **UNIVERSITY OF WESTERN SYDNEY WINS BEST TERTIARY INSTITUTION CUSTOMER SERVICE CUSTOMER SERVICE AWARD AT 2009 ATEM STUDENT SERVICE CENTRE CONFERENCE**

At the annual ATEM conference in Perth the University of Western Sydney has won the much coveted prize for Best Telephone Customer Service. The award is presented annually by Customer Service Benchmarking Australia.

A key focus for the Conference was Changing Expectations. This meant an understanding of current expectations and an agreement on what they should be when they contact a University. As part of the Service Expectation focus, CSBA contacted over 40 University and Tertiary Institutions contact centres and assessed the quality of the service using the unique CSBA customer service model.

Each institution was contacted at least 10 times over the course of month of March and simple questions were asked to determine how effectively the institution met its callers' needs. Calls were rated in over 30 different criteria that reflect the service quality of the call.

The results were then collated and a winner determined.

“The results have shown that the University of Western Sydney have a real commitment to making sure that when a student contacts the contact centre they get a quality response. This is a great result for the University as they have really worked hard to making students feel welcome into the university” said Paul van Veenendaal Managing Director of Customer Service Benchmarking Australia.

“All too often we see Tertiary Institutions treat enquiry calls as a nuisance. What happens is the student is immediately put off from possibly attending that University. In today’s day and age with the competition for Tertiary students so high it is vital to get every interaction consistent with a top quality service experience’.

**About Customer Service Benchmarking Australia**

Customer Service Benchmarking Australia is one of Australia's leading Customer Service research companies. Customer Service Benchmarking Australia has been measuring the quality of customer service and customer satisfaction for over a decade and works with many clients to help them understand, measure and improve the service experience to greatly improve customer retention and profitability. For more information please go to [www.csba.com.au](http://www.csba.com.au)

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**Melbourne, Victoria 28/04/09**

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