



**INTERNATIONAL COUNCIL
OF CUSTOMER SERVICE
ORGANIZATIONS**
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FOUNDATION MEMBER



CSIA
**CUSTOMER SERVICE
INSTITUTE OF AMERICA**

Announcing the 2012 International Service Excellence Award Winners

Organizations and individuals are recognized for their commitment to service excellence with the 2012 International Service Excellence Awards

Chicago, IL – January 16, 2013 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 International Service Excellence Awards. These awards are the world's peak customer service awards with organizations and individuals that excel in service around the globe being nominated in a variety of categories to recognize their commitment to customer service excellence.

Brett Whitford, Vice President of ICCSO noted that, "With customer expectations continually rising, businesses are becoming increasingly aware of the value and role that customer service plays in achieving business success. The organizations awarded have demonstrated that they are leaders in customer service and are worthy recipients of our these international awards. All our winners and finalists work diligently with an ever changing business environment to improve customer experiences and learn from feedback."

Christine Churchill, Executive Director, Customer Service Institute of America was extremely impressed by all of the entrants this year and their ability to innovate and shine in such dynamic times; 'The current economic environment presents a challenge to organizations and individuals across the globe. It is during these times that stars are able to shine even brighter.'

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 in delivering 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

2012 International Service Excellence Award Winners:

Company Awards:

Visionary Award

**WORLD SERVICE TORONTO –
AMERICAN EXPRESS CANADA**

Best of the Best

PERSHING LLC

Large Business (over 4000 employees)

CEBUANA LHUILLIER

Division of a Large Business

**NATIONAL BANK CORRESPONDENT
NETWORK**

Customer Focused Innovations

E*TRADE FINANCIAL

Medium Business (501-3999 employees)

BROAN-NUTONE LLC

Division of a Medium Business

(501-3999 employees)

CVENT CLIENT SERVICES

Contact Center

DELTA AIR LINES

Customer Charter

RYAN LLC

Small Business (less than 500 employees)

RED FROG EVENTS

Individual Awards:

Customer Service CEO

JEAN HENRI LHUILLIER

CEBUANA LHUILLIER

Customer Service Manager

SANJEEWANI PITADENIYA

HNB ASSURANCE PLC

Customer Service Professional

VINCENT SCHAFFER

PERSHING LLC

Customer Service Leader

JOE FELICETTI

PERSHING LLC

Customer Service Executive

JULIE KOUSEN

PERSHING LLC

If you would like to nominate your organization or a colleague for an International Service Excellence Award in 2013 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.

Contact:

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