

The Jersey Customer Services Awards Are Announced

National Customer Service Week 2011 will take place worldwide from 3 to 9 October.

In 2010, more than 1,700 organisations from countries across the world celebrated this initiative and helped raise the awareness of the importance of caring for customers.

National Customer Service Week focuses on customer service and the vital role it plays within organisations. The week gives employers the opportunity to show their staff and customers that they understand the importance of customer service. And it's the perfect opportunity to reward employees for the work they do.

With ever-depressing world economic news all around us, we, in the Channel Islands, need to go that extra mile in everything we do to ensure our customers remain loyal and new visitors return.

The Jersey Customer Service Awards, supported by The Jersey Chamber of Commerce, acknowledge those local employees who strive for excellence in customer care.

The awards give companies the opportunity to showcase their success stories and highlight how they are improving customer service within their organisations. For the employee it is a chance to shine and receive reward and recognition for their endeavours. The aspiration is for these inaugural awards to prove popular and become an important regular date in the Channel Islands' events calendar.

The awards promote excellence, best practice, and innovation in customer service and highlight its importance in today's business climate. The range of awards categories recognise the most important customer service activities and are open to entries from the whole industry spectrum, commerce and the public sector.

Those awards are for people who have done just that; they are the winners because they were prepared to go that extra mile and ensure their customers leave with a smile.

There are seven awards altogether, with voting from the general public taking place throughout the month of September:

- Employee of a small-sized business,
- Employee of a medium-sized business,
- Employee of a large business,
- Self-employed person,
- States employee
- Best team
- St Helier Hospitality

From those seven winners, one will be chosen as the ultimate winner for 2011, and will receive not only a superb trophy, but also an exceptional prize.

The judging panel will be chaired by Claire Boscq-Scott Managing Director at 4 Star Services, Mystery Shopping Provider, and also includes Susie Andrade from Channel Island Skills Academy, Kevin Keen Chief Executive Officer at Jersey Post, and David Warr President of the Jersey Chamber of Commerce.

In addition, we are joining forces with the Constable of St Helier, Simon Crowcroft, and the team at the Town Hall to promote not only St Helier's busy customer-facing employees, but the other parishes. This is YOUR opportunity to applaud those unsung heroes who always go above and beyond the call of duty in helping others.

This event was recently held in Guernsey, supported by the Guernsey Chamber of Commerce, with the overall winner being Peggy Le Fric, a long-term employee at B & Q. She said: "I am 75 years of age and never, ever anticipated anything like this. I like to treat customers as I would like to be treated myself and just can't believe this tremendous award. Thank you to everyone who voted."

The voting forms will be available throughout the month of September.

Being a community event the ceremony will take place in an open space where any member of the public who voted is welcome to just turn up and see who made the shortlist and who has won. It is being held in the Royal Square at 5 pm on Friday 7 October, and the winners will be able to celebrate afterwards at a drinks reception organised at The United Club.

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