

Date:

28 May 1999

Subject

NIB Call Centre judged the nation's best

The NIB Health Funds Call Centre in Newcastle has been judged the best in Australia by the world's largest teleservicing organisation.

The NIB Call Centre was named Best Overall and Best Insurance Call Centre in the annual Grand Prix Customer Service Awards conducted by the giant multinational, Teleperformance International.

NIB's Managing Director, Mr Colin Rogers, accepted the awards this afternoon at a presentation ceremony held at Darling Harbour.

NIB's Call Centre was judged to have delivered the best quality of service from a survey of more than 120 Call Centres operated by some of the largest and most successful corporations in Australia.

"NIB's Grand Prix Awards are an achievement that has huge significance for NIB and the Hunter Region as a whole," Mr Rogers said.

"Our Call Centre team is somewhat unique in the telemarketing industry because it doesn't work on the incentive plans that are common practice in the majority of operations."

"These people are loyal NIB employees who are applying old-fashioned values to modern technology to deliver a level of customer service that has put NIB Health Funds and Newcastle on the national teleservicing map."

"Today's awards also represent a huge boost for the region's business leaders, who see the call centre industry as an area of great potential for the Hunter beyond the Year 2000."

"These awards are internationally-recognised, which means NIB's achievements will showcase the Hunter's resources and workforce skills in the best possible light to many potential new investors."

NIB's Call Centre operations were expanded to 50 seats in January 1998 as part of NIB's head office refurbishments.

As the main point of contact for an organisation that provides health cover for over 400,000 people, the Call Centre is playing a key role in helping members with inquiries about health cover, promoting products and services, and signing new members.

"Since the Federal Government's 30% rebate scheme was introduced in January, our team has been handling up to 4500 inquiries a day and playing a critical role in signing new members and helping existing members to upgrade their cover," Mr Rogers said.

"It has been a sound return on the investment in the technology and resources needed to operate a successful Call Centre."

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