

**Date:**

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**Subject**

NIB maintains Call Centre excellence

NIB Health Funds' Call Centre operations are the most successful in the history of the Teleperformance Australian Call Centre Awards after winning the Insurance Industry category for the third time in four years.

NIB was again judged the health industry's best Call Centre operation at the annual Teleperformance CRM Grand Prix Awards announced in Sydney earlier this month.

NIB also finished runner-up to SAAB Australia overall after winning the major award last year and in 1999.

According to Grand Prix Awards Coordinator, Mr Sascha Percuoco, NIB's achievements have no equal in the seven years that the multinational organisation has been conducting awards in Australia.

Since NIB first entered the awards in 1999, the "home grown" operation has set an Australian benchmark for Call Centre operations across all industries.

NIB was judged insurance industry best in 1999, 2001 and 2002, and best in email service in 2000. NIB was also judged best Call Centre in Australia overall in 1999 and 2001 and second-best overall in this year's awards.

In addition, NIB's Call Centre Manager, Allan Bell, was named last year as Australian Call Centre Manager of the Year by the separate Call Centre Managers Networking Group.

NIB chairman Mr Keith Lynch described the achievement as an endorsement of the resources NIB has committed to doing things better for members.

"In 50 years of operation, NIB has always made an effort to keep our members at the centre of everything we do. This is underpinned by a commitment to delivering a quality of service that has few equals, if any, in the health care industry," Mr Lynch said.

The Teleperformance Awards are judged by mystery shopping over a seven month period, during which the organisation made more than 4000 telephone calls and 1900 emails to companies in 12 industry categories.

"Our customer care people are handling more than 650,000 telephone enquiries a year, and almost 20,000 emails. We are very proud of the fact that 93% of these enquiries are resolved with just one call and that customer satisfaction levels are presently at 96%," Mr Lynch said.

"It is a ringing endorsement for the training that has been developed and coordinated 'in-house' by NIB."

"It also highlights the special qualities that people in the Hunter have. We are very fortunate to have very loyal employees who apply old-fashioned values of service to modern technology."

NIB's Call Centre now provides employment for 120 people.

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