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The National Customer Service Awards is a high profile, national Awards Programme rewarding the customer service elite, and as a result has become one of the most prestigious on the UK's business calendar. The Awards give companies the opportunity to showcase their success stories and highlight how they are improving customer service within their organisations.

There are numerous individuals and teams dealing with customers day-in and day-out who do such a great job. They are continually striving to improve their customer's experience. They are passionate and innovative. These people deserve national recognition.

The National Customer Service Awards team, in association with *Customer Strategy*, search the UK to find the top performing customer service individuals and teams. With 23 categories there is an award category suitable for every team, individual or company. The customer service team considered to be the 'best of the best' will be declared the National Customer Service Awards **Customer Service Team of the Year**.

These Awards are coveted by businesses with a strong customer service dynamic because the winners are widely acknowledged as outstanding by customer service professionals, business leaders and consumer organisations.

In an attempt to promote best practice and thought-leadership The National Customer Service Awards, in conjunction with O2 and Aviva, will host a complimentary webinar. This interactive webinar, hosted by Claudia Hathway the Editor of *Customer Strategy*, will allow participants to get first-hand insights into what winning an award means for each team and/or company as well as how each company can identify what an award winning contribution looks like. Their insights, as 2009 winners, will prove invaluable to anyone who is considering whether or not to enter the 2010 awards programme or have customer service at the heart of their business strategy.

For more information on entering the Awards, or on attending the webinar, please visit www.customerserviceawards.com or call our entries team on 020 7234 8754

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About National Customer Service Awards

The National Customer Service Awards programme was launched in 1999. 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.

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