

Best of the West put their customers first

20 June 2011 – Telstra today named the finalists in the 2011 Telstra Western Australian Business Awards with analysis of the finalists showing top customer service is one of the biggest indicators of business success.

Fourteen of Western Australia's leading businesses are finalists for this year's Awards, which will introduce a state Telstra Regional Award and a People's Choice Award for the first time in the program's 19-year history.

Telstra Business Group Managing Director and Telstra Business Awards Ambassador, Deena Shiff, said analysis of the finalists' business performance highlighted understanding customer needs and high customer service levels were at the core of their business success.

The analysis showed:

- More than 50 per cent of the finalists' new business in the past year came from either existing customers or referrals from those customers;
- More than half of the finalists specifically trained staff in the past year to improve customer service skills;
- Ninety-five per cent of customers are satisfied with their services of the finalists;
- Thirteen of the 14 finalists say the majority of their staff are aware of who the company's best customers are.

Ms Shiff said: "The best Western Australian finalists clearly have a commitment to providing top customer service that underpins their business growth.

"Improving customer service is paramount, no matter the size of a company. Training staff will encourage customer loyalty and help attract winbacks and new customers. If employees are a company's best asset, then customers can be its ambassadors," she said.

Face-to-face feedback, surveys, newsletters, packages for new customers and rewards were among the most common methods Western Australian finalists used to develop and nurture customer relationships.

2011 finalists include a major supplier of sophisticated lifting and railway maintenance equipment from Cockburn, a Gnarabup bar and restaurant business, a Trigg-based company providing practice management services to financial planners and an asset management and maintenance consultancy from South Perth.

The finalists for the 2011 Telstra Western Australian Business Awards are:

Business Owner Micro-Business Award

Elixir Consulting	Trigg
One Coat Powdercoat	Picton
Veritas Engineering Pty Ltd	Perth

MYOB Small Business Award

Australia-International Institute of Workplace Training	Malaga
For The Coffee Table	Floreat
Gnarabar	Gnarabup
The Hub Marketing Communications	Nedlands



Nara Training & Assessing
RePipe Pty Ltd

Bunbury
The Vines

Panasonic Medium Business Award

Assetivity
Australian Pressure Testing Services Pty Ltd
UnLtd Energy
Vector Lifting

South Perth
Henderson
Landsdale
Cockburn

AMP Innovation Award

Australian Pressure Testing Services Pty Ltd
Elixir Consulting
RePipe Pty Ltd
Vector Lifting

Henderson
Trigg
The Vines
Cockburn

Yellow Pages Social Responsibility Award

Assetivity
Australian Pressure Testing Services Pty Ltd
The Hub Marketing Communications
Quality Printer Cartridges
RePipe Pty Ltd

South Perth
Henderson
Nedlands
Wangara
The Vines

The **Telstra Regional Business Award** will recognise the best business located outside the metropolitan area of Perth.

The **BlackBerry® People's Choice Award** is open to all entrants in the Telstra Business Awards and is decided by a public vote.

Winners of the Telstra Western Australian Business Awards will be announced at the Hyatt Regency Perth on 19 July. They will receive a share of the \$500,000 in cash and prizes, become part of an exclusive national business alumni, and proceed to the national Awards in Melbourne on 26 August 2011.

For event or ticketing information visit **telstrabusinessawards.com** or call the Telstra Business Awards Team on 1800 262 323 between 9am and 7pm AEST Monday to Friday.

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