

Media Release



Monday, December 14, 2009

Plan International best in Australia for customer service

- **Leading children's development agency ranked number one in Australia**
- **Latest survey results from CSBA show not-for-profits value supporters**

The Australian office of Plan International, one of the world's oldest and largest development organisations, has been ranked as the number one customer service provider in Australia.

The latest quarterly customer service benchmarking report from Customer Service Benchmarking Australia (CSBA) reveals that Plan in Australia has been consistently improving on its commitment to supporters. In the June report Plan was ranked tenth in Australia, and by September had risen to fifth.

Plan's Marketing Director Aimee Suchard-Lowe said that the survey results recognised Plan's commitment to quality, whether in the developing world or in Australia, and were a credit to the organisation's supporter services team.

"This is a wonderful result for Plan in Australia, and all the more impressive as our supporter services team have achieved this recognition at a time when their workload was increasing dramatically due to increased numbers of people choosing to sponsor children with Plan," said Mrs Suchard-Lowe.

"The team has risen to the challenge and bettered their already high customer service standards despite being under great deal of pressure."

Mrs Suchard-Lowe said that the results showed that not-for-profits could compete with mainstream businesses in quality benchmarks.

"Our focus is and always will be on doing all we can to help improve the lives of the children and communities that we work with in some of the poorest countries in the world," Mrs Suchard-Lowe said.

"However, we could not do this without our supporters. Every person who supports us financially or otherwise is a crucial partner with Plan in our mission to build a world in which children can reach their full potential.

"We want to ensure supporters receive great service whenever they contact us and that they get all the information they need about how they are helping to transform the lives of children in the developing world."

In its quarterly survey, CSBA professional mystery shoppers made more than 4000 telephone calls to companies in 15 industry groups to check and analyse their customer service levels.

The top 10 companies for customer service from the groups surveyed are:

- 1 Plan International in Australia
- 2 Coliban Water
- 3 University of Adelaide
- 4 University of Western Sydney
- 5 Wannon Water
- 6 GWM Water
- 7 Shire of Kalamunda
- 8 Mildura Rural City Council
- 9 ActewAGL Retail
- 10 Flinders University

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Notes to Editors

1. Plan is one of the world's oldest and largest children's development organisations, working to empower communities to overcome poverty. By actively involving children, and working at a grassroots level with no religious or political agenda, we unite and inspire people around the globe to transform the world for children. For more information go to www.plan.org.au
2. For more information on CSBA and the survey, go to www.csba.com.au.