



Niagara Credit Union's Contact Centre receives "Award of Distinction"

(St. Catharines, ON) – Nov 14, 2003. The Canadian Call Management Association (CAM-X) has honoured Niagara Credit Union with the prestigious Call Centre Award of Distinction. The industry's Trade Association for providers of Call Centre services recognized Niagara Credit Union's "Contact Centre" for their outstanding achievement at CAM-X's 39th Annual Convention, held recently in Halifax, Nova Scotia.

The Call Centre Award of Distinction was created in response to overwhelming requests by call centres across Canada for a tool that could be used to measure the skills of their Call Centre Agents.

After six months of testing, an independent panel of judges scored call-handling skills for "enhanced service" applications, focussing attention on customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy, the cornerstones of the Call management Industry.

"The Award of Distinction was conceived to celebrate excellence in customer service for those Call Centres responding to more complex requirements of e-commerce and consumer response," says CAM-X President Barbara Bradbury, "CAM-X congratulates the employees of Niagara Credit Union for their attention to detail, their dedication, and their overall approach to customer service."

"At NCU, we view each call as "a moment of truth", an opportunity to deepen our member relationships," stated Bonnie Hoyle, Contact Centre Senior Manager, "Our view of customer excellence goes beyond simply being polite and being accurate. More importantly, NCU Contact Centre staff really do care about growing the lives of our members."

"Sometimes, it's the small things that make a difference", Hoyle added, "such as our members knowing that their calls are answered locally, by local people."

NCU's Contact Centre opened in 1999, and currently employs 11 full-time staff. On a daily basis, the Contact Centre receives over 350 calls on average, which run the gamut from balance inquiries to mortgage applications to investment advice. In 2003, NCU's Contact Centre is on target to receive over 80,000 calls, an increase of 134% since opening in 1999. The Contact Centre is open from 8:00 a.m. to 8:00 p.m. Monday through Friday and Saturday from 8:00 a.m. to 4:00 p.m.