



## MEDIA RELEASE – 25 July 2007

### Fone Zone awarded highly commended for customer service

The Customer Service Institute of Australia (CSIA) has awarded Fone Zone a Highly Commended in the Large Business category at the 2006/07 Australian Service Excellence Awards held last week in Sydney.

Fone Zone qualified as a national finalist after being named the QLD Winner of the Large Business category for the second consecutive year at the State Awards Presentation earlier this month.

As the largest specialist mobile communications retailer in Australia, Fone Zone has almost 150 outlets and employs more than 900 Team Members across every state and territory.

According to CSIA Executive Director, Brett Whitford, the awards are based on judging criteria associated with the International Customer Service Standards while also rewarding both passion and process.

"Fone Zone has been awarded for implementing strong customer service processes which are supported by a total passion within the workplace".

Whitford said reaching the finals and winning an award illustrates high standards of management, training and commitment to customer service excellence.

"With customer expectations continually on the rise, the wider business community is becoming more and more aware of the role and value that customer service plays in achieving business success".

Fone Zone's Chief Executive Officer, David McMahon, said the primary objective of Fone Zone's customer service philosophy is to take the confusion out of purchasing a mobile phone and to consistently provide excellent value, service and advice to customers before, during and after their purchase.

"This award reaffirms our position as a leader in customer service excellence which is supported by a dynamic group of Team Members with strong retail skills and a total commitment to delivering unparalleled customer service".

Fone Zone Store Manager of Chermside, Greg Brazier, also received a Highly Commended for QLD Customer Service Professional of the Year.

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