

MEDIA RELEASE

HCF wins 'Best of the Best 2013' at the Australian Service Excellence Awards

Sydney, 10 October 2013 – HCF, Australia's largest not-for-profit health insurer, has won the Customer Service Institute of Australia's (CSIA - <http://www.csia.com.au/>) Best of the Best award for offering the most outstanding customer service of any organisation across the country.

The award was presented to HCF at the annual CSIA Service Excellence Awards gala dinner, which was held last night in Melbourne.

The CSIA judges the customer service capabilities of companies across all industries in both the public and private sectors.

HCF was found to give the best and most consistent customer service across all of its business units when compared to the rest of the field of Australia's top customer service organisations.

The award is internationally recognised and, as the Australian winner, HCF will automatically become a finalist in the global International Service Excellence Awards.

In addition to winning the 'Best of the Best 2013' award HCF also won five other awards including the inaugural 'ESI' Award, based on direct customer feedback and the National Not-for-Profit award. There were three NSW specific awards: Not-for-Profit; Excellence in a Contact Centre Team; and Service Excellence in a Contact Centre.

HCF was eligible for these awards when it became the first Australian health fund to achieve re-accreditation to the International Customer Service Standard (ICSS) for highquality customer service. The ICSS is an internationally accredited standard assessment and certification program. It recognises customer service excellence, and benchmarks performance standards to international best practice and this year included HCF Life Insurance for the first time.

Last year HCF became the first Australian health fund to be accredited by the CSIA.

HCF's Managing Director, Shaun Larkin, said of the accreditation, "HCF is not only proud to be the only Australian health fund to achieve accreditation to the ICSS, but also to have significantly improved on the standard set last year. Winning the 'Best of the Best 2013' is a credit to all our staff and reflects their commitment to providing demonstrable quality service for members."

CSIA's Executive Director, Brett Whitford said: "We're delighted to see HCF once more taking a leading role in customer service in Australia and continuing to build on their success from last year. The standard they set in customer service sets a benchmark for business both in Australia and internationally."

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