

SE recognition initiatives mapped in Europe

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(Note: If you find inaccurate data or have supplementary information, please contact: jurgita.adomaityte@divegroup.eu)

#	Country	Type of SER Tool	Name of the tool	Origin of initiative	Scope	Based on	Administrative organization	Geography	Website	Description
1	Austria	Combination/derivative for sales excellence recognition	Top Handels Zertifikat	Chamber of commerce	Sales in Retail	Sales professionalism criteria measured by Mystery Shopping	WKO.at (Chamber of Commerce of Austria)	Local	http://www.tophandelszertifikat.at	It is a retail market sales quality/professionalism award (valid for 3 years). 800 companies in this program – mainly small retailers with high service quality standards. Measurement is done against a set list of criteria using Mystery Shopping technique only.
2	Belgium	-								No Service Excellence Awards, Recognition Programs or related instruments.
3	Bulgaria	Tourism Industry Business Excellence Award	BHRA Best Performance Hotel and Restaurant Award	Professional body initiative	Tourism Industry	Unknown	BHRA (Bulgarian Hotel and Restaurant Association)	Local	http://www.bhra-bg.org/index_langs.php?lang=en&page=presentation	BHRA is the first professional organization in Bulgaria to bestow an award for best performance in the spheres of hotel and restaurant management, investments etc. This award has been presented since 1996. There is no dedicated site for it and criteria are not clear. Seems it is not a proper Service Excellence, rather then just one industry Business Excellence Award.
4	Croatia	SE Award	The Best in Customer Service Award	Commercial initiative	Unlimited	Service criteria	Vita Komunikacije d.o.o. (private company, marketing agency)	Local	http://www.bestincustomerserviceawards.com/	The Best in Customer Service Award, HR Top 25, is a national competition developed to reward and recognizes organizations that demonstrate excellence in customer service. The purpose of the award is to promote excellence, best practices, leadership and innovation. Any organization with a head office or branch office located in Croatia is eligible to apply regardless of size or sector.
5	Croatia	SE Award	Heraklea Customer Service Award for own clients only	Commercial initiative	Limited to Heraklea clients	Ongoing Mystery Shopping Results	Hreaklea d.o.o. (private company, Mystery Shopping Agency)	Local	no special website yet	Heraklea Customer Service Award (there is no website for it) is being organized since 2005. Based on mystery shopping results (increase) in order to improve customer service Heraklea (Croatian private company) awards one of its clients with Heraklea Customer Service Award. It is free of charge to participate, offered as added value for clients, it is objectively based only on MS research result in that year. Ceremony Award is always at the end of Heraklea's mystery shopping day, annually organized in February each year since 2004.
6	Cyprus	-								Information unavailable
7	Czech Republic	-								No Service Excellence Awards, Recognition Programs or related instruments.
8	Denmark	-								No Service Excellence Awards, Recognition Programs or related instruments.
9	Estonia	SERP - by customers	"Praise Excellent Service Campaign"	Commercial initiative	Unlimited	# of praises collected	Excellent Service Estonia (Estonian business service provider)	Local	http://www.excellentservice.eu/?lang=en	Each year it is a one-month length (typically in March) "Praise excellent service" campaign. Companies that collect most of praises during this month get awarded (top 10). It is more of an incentive game, internal motivational tool for employees and communication channel (to communicate to you customers that you really care about them) rather then rating award based on official criteria. Campaign is organized in Latvia and Estonia. Lithuanian branch got bankrupted during recession.
10	Finland									No Service Excellence Awards, Recognition Programs or related instruments.

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11	France	SERP - by customers	Podium de la Relation Client Survey & Award / Podium Customer Relationship Survey & Award	Commercial initiative	Unlimited	Opinions of customers	Co-organized by TNS Sofres (market research agency) and BearingPoint (consulting agency)	Local	http://www.tns-sofres.com/espace-presse/news/A56C6C7754A34F5E83B6CD725770120D.aspx ; http://www.bearingpointconsulting.com/fr-fr/7-4000/8e-podium-de-la-relation-client-la-relation-client-nomade/?p=627	The Podium Customer Relationships a Public opinion survey with an award. It highlights businesses and governments that best meet their customers and users, and reveals the keys to success to get there. The survey Podium Customer Relationship conducted among 4000 clients and users, more than 182 companies and organizations in 11 industries, is the largest conducted in France in this field. 14 prizes were awarded during a ceremony June 7, 2011.
12	France	SE Award	Election of the Customer Service of the Year/ Élection du Service Client de l'Année	Commercial initiative	Channel of service	Service criteria measured by Mystery Shopping	Viséo Conseil (private company)	Local	http://www.eluserviceclientdelannee.com/	Annual service quality over the phone, internet (email, web contact and self-service portals) and letters recognition program resulting in the award event. Availability, relationship handling and quality of response are all evaluated criteria. Aim is to compare companies in the same sector of activity and to the national average, as well as highlight some areas of improvement (no information if it is general, or per company). Participating companies are divided into categories according the type, etc. Up to 17 criteria assessed on the channel of contact and the timeline: pre-sales, sales and after sales are tested. The winners of the event have the right to use the logo "Elected Customer Service of the Year 2011" also. Service criteria (availability, relationship handling and quality of response) measured by Mystery Shopping, but no improvement tools within.
13	France	SERP - by customers	"President des Clients"/ Test'N'Trust	Commercial initiative	Unlimited	Opinions of customers	Test'N'Trust (private project)	Local	http://www.testntrust.com/presidentdesclients/	Satisfaction comparison website specialized in collecting customer's opinions and making podiums for brands. "President des Clients" of each brand is elected by the customers of the brand. First time launched in 2011. Big interest from some brands (L'OREAL - EVIAN - IKEA, etc.)
14	Germany	SERP - by professionals	Service Quality Rating and Labelling (not Award)	Commercial initiative	Unlimited	ServiceRating model	ServiceRating GmbH	Local	http://www.servicerating.de	ServiceRating evaluates, optimizes and communicates service quality in Germany. Companies and their customers benefit from an assessment by rating service and label of the provided quality of service. ServiceRating is a professional service provider (profit oriented business) whose ratings are based on their own model. Model is scalable and transferable to all services and all business sizes. The aim of this service is detailed analysis of the quality of service of particular company with consequent promotion of it awarding a quality seal and boosting external communication (PR). It is not branded as a competition. This company organizes two competitions (listed below).
15	Germany	SE Award	Deutschlands kundenorientierteste Dienstleister /Germany's best customer-service	Commercial initiative	Unlimited	7K-model from the Customer Value Research of the University of St. Gallen.	ServiceRating GmbH	Local	http://www.bestedienstleister.de	Well developed Service Excellence Award, which is called: customer orientation competition - "Germany's best customer-service" („Deutschlands kundenorientierteste Dienstleister"). Based on ServiceRating service quality management model. Together with ServiceRating tools it forms extensive improvement and assessment framework
16	Germany	SE Award	Beste Service-Innovation	Commercial initiative	Unlimited	Unknown	ServiceRating GmbH	Local	http://www.servicerating.de/content.php?baseID=940	Service Innovation Award

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17	Greece	SE Award	National Customer Service Awards	Mixed: professional body and state initiative	Unlimited	ICS Model for world-class service used as example	E.I.E.P. - Greek Institute of Customer Service together with the Ministry of Regional Development and Competitiveness and SEV Hellenic Federation of Enterprises	Local	http://www.customerservice.gr	Common belief of the founding members of the Institute was the recognition of the need to raise and support the role of those who, directly or indirectly, are in contact with the customer. Aim was to put more emphasis on issues in relation to the customer throughout the business community and government agencies in Greece. An institution is designed to promote fair play, innovative practices in service and recognition of dedicated staff in customer service (CS). It is the second year when the Institute is running National Customer Service Awards: 150 participants competed in nine different categories (e.g. best back office service, CS training, technology and innovations, best complaints handling, best service professional of the year, etc.)
18	Hungary									No Service Excellence Awards, Recognition Programs or related instruments.
19	Iceland									No Service Excellence Awards, Recognition Programs or related instruments.
20	Ireland	SE Award	Optimus Service Excellence Award for Hospitality Sector only	State initiative (public)	Hospitality Industry (Lodging and Restaurants)	Optimus Service Model and EFQM Business Excellence Model (improvement tools and official assessment in stages)	Faillte Ireland (National Tourism Development Authority of Ireland)	Local	http://www.optimus.ie/opt/threesteps1.php	Optimus is the registered brand name for the three business improvement programs specially designed for the Irish hospitality industry, which includes hotels, restaurants, spas, heritage centres, golf, coach tourism operators, tourist information offices etc. While each program is separate, they are inter-related and one level progresses to the next level. An analogy would be the education system, with Primary, Secondary and Third levels of education developing the student and helping them progress to the next level after several years engagement. Service Excellence Award is a 1st step award in the program based on the model developed in Ireland itself; third level of Optimus is aligned to the EFQM Model, which gives an international status the Optimus Business Excellence Award.
21	Italy	SERP - by professionals	Ospitalità Italiana Seal / Italian Hospitality Award	Professional body initiative	Hospitality Industry (Lodging and Restaurants)	Audit based on service and infrastructure quality criteria	IS.NA.R.T. scpa - Istituto Nazionale Ricerche Turistiche together with the Chamber of Commerce	Local	http://www.10q.it/info_operatori.php	The Italian Hospitality brand provides clients an objective assessment of the level of service and represents a guarantee for both operators and tourists: visibility, clarity of image, quality assurance, ease of choice, sharing the system values between those who offer and the buyer. It is a membership organization certifying Hospitality companies with Italian Hospitality seal by running an audit/certification of structures and service quality procedure upfront and publishing such entities in yearly catalogue. Yearly assessment and membership.
22	Latvia	SERP - by customers	"Praise Excellent Service Campaign"	Commercial initiative	Unlimited	# of praises collected	Excellent Service Latvia (Estonian business service provider)	Local	http://www.excellentservice.eu/?lang=en	Each year it is a one-month length (typically in March) "Praise excellent service" campaign. Companies that collect most of praises during this month get awarded (top 10). It is more of an incentive game, internal motivational tool for employees and communication channel (to communicate to you customers that you really care about them) rather than rating award based on official criteria. Campaign is organized in Latvia and Estonia. Lithuanian branch got bankrupted during recession.
23	Lithuania	-								No Service Excellence Awards, Recognition Programs or related instruments.

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24	Luxembourg	SERP - by professionals	Service Qualiteit Letzebuerg	Mixed: professional body and state initiative	Tourism Industry	Own Model for 1-2 step (various improvement tools and official assessment), 3rd step - EFQM or ISO 9001.	Initiative of Ministere des Classes Moyennes et du Tourisme (Tourism Ministry), organized by Europäisches Tourismus Institut GmbH (European Tourism Institute based in Germany /http://www.eti.de).	Local	http://www.servicequaliteit.lu	It is not an award, but a service improvement and certification program. If a company passes the improvement steps (3 steps), it receives a certificate valid for 3 years (for each step different quality level label). First step is particularly aimed at service improvement; last step is either EFQM model or ISO9001 adaptation (company chooses). Program is based on the Swiss program (see below) www.quality-our-passion.ch .
25	Malta	-								Information unavailable
26	Netherlands	-								No Service Excellence Awards, Recognition Programs or related instruments.
27	Norway									No information available
28	Poland	SE Award	Firma Przyjazna Klientowi Certification	Professional body initiative	Unlimited	Service criteria	Fundacja Obserwatorium Zarządzania	Local	http://z.nf.pl/pdf/FPK_ulotka_english.pdf	Run by The Management Observatory Foundation; non-profit research and certification institution. It is a certification program that companies can apply on yearly basis, where companies can get assessed and certified for quality of service. It is more of a measurement and recognition, rather than full service quality management implementation, ongoing improvement and recognition program.
29	Poland	SERP - by customers	Jakosc Obslugi / Service Quality	Commercial initiative	Unlimited	Opinions of customers/voting and feedback	Vision Secret Client (private company, Mystery Shopping and Customer Loyalty Agency)	Local	http://www.jakoscobslugi.pl/	Online service quality rating and feedback engine/ tool that helps to evaluate the service quality for companies from all industries, various sizes. The customers provide rating and feedback. Once a year all results are aggregated and based on acquired data best performing companies are recognized with the award and quality label. No official assessment by specialists is included within the instrument.
30	Portugal	SE Award	Trofeu Call Centre/Service Quality in Call Centres Award	Commercial initiative	Call Centres	Service on the phone criteria	Group IFE (The International Faculty for Executives is the Portuguese subsidiary of French group EFE specializing in training activities and publishing)	Local	http://www.trofeucallcenter.ife.pt/homepage.aspx?menuid=1	In Portugal there are some awards given by magazines, but the majority are generic (such as most trusted brands) or related to business excellence. The most important one related to Service Excellence is given every year to Call Centres and is called - Trofeu Call Centre. The Call Centre Trophy is a prize awarded annually by Call Centre Magazine since 2001 with the aim of recognizing the best management practices in call centres for the quality of service. Measurement is done against a set list of criteria using Mystery Shopping and Mystery Emailing techniques.
31	Portugal	SERP - by customers	ECSI Portugal	Professional body initiative	Unlimited	Customer Satisfaction Index	Associação Portuguesa para a Qualidade/Portuguese Quality Association	Local	http://www.ecsiportugal.pt/	It is an annual study (not really an award) called ECSI Portugal (National Index of Customer Satisfaction) - public opinion survey with award. The ECSI 2010 studied customer satisfaction in the following sectors: Bank, Insurance, Communications, Fuels, Natural Gas, Bottled Gas, Transport and Water. A trophy is given in each sector to the companies of the 1st place in the study (if it was an organization adherent of the study).
32	Romania									No Service Excellence Awards, Recognition Programs or related instruments.

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33	Russia	Consumer Law Conformance Related Award	National Consumer Right Protection Award	State initiative (public)	Unlimited	unknown	Rospotrebnadzor (consumer right protection agency with partners)	Local	http://pravpro.ru/	National award with only Russian company's participating, it takes place once a year. Award for consumer right protection and service quality. Involves all sectors. Although it is more consumer rights/law oriented rather than service quality.
34	Slovakia	-								No Service Excellence Awards, Recognition Programs or related instruments.
35	Slovenia	-								Chamber of Commerce Awards for innovations, organizational effectiveness, etc. are available in the market, no specific Service Excellence Recognition Programs or related instruments found.
36	Spain	-								Big variety of national, regional, city, industry level business/organizational excellence awards in the market, but no specific Service Excellence Award.
37	Sweden	SE Award	SSQ-Award for meeting industry	Commercial initiative	Meeting industry (within Hospitality)	Philosophy of excellence and service criteria	Partnership of couple of business improvement and research agencies (Better Business and Furst Scandinavian Research)	Local (soon becoming European)	http://www.ssq-award.com/	SSQ Award is a quality award and a program for quality progress in the meeting (within Hospitality) industry. It is a quality program for companies in the service industry which want to improve their service and quality performance and receive benchmarking of their results with other participants in the industry. Starting from 2011, SSQ Award is a part of The European Service & Quality Award (ESQ Award). Measurement is based on set criteria.
38	Switzerland	SERP - by professionals	"Quality our passion" program and seal for Hospitality Industry	Professional body initiative	Tourism Industry	Own Model for 1-2 step (various improvement tools and official assessment), 3rd step - EFQM or ISO 9001.	The Swiss Tourism Federation STV	Local	www.quality-our-passion.ch; http://www.swisstourfed.ch/index.cfm?parents_id=940	It is not an award, rather an improvement and certification program. The quality program for Swiss Tourism promotes the development and quality assurance in the tourism/hospitality establishments. The quality program runs in three stages. 1st stage - is about quality for service in particular. After each stage company is certified/labelled for 3 years. Last stage is based on ISO 9000 or EFQM Model.
39	Turkey									No Service Excellence Awards, Recognition Programs or related instruments.
40	Ukraine									No Service Excellence Awards, Recognition Programs or related instruments.
41	United Kingdom	SE Award	ServiceMark (for public, private and third type, any size companies)	Professional body initiative	Unlimited	ICS Model for world-class service (improvement tools and official assessment in stages)	Institute of Customer Service UK (non-profit, membership based professional body)	Local	http://www.instituteofcustomerservice.com/	ServiceMark is an organisational service quality accreditation scheme, which uses a combination of self-diagnosis, customer satisfaction measurement and independent assessment. Final step - award of ServiceMark, authorised for a period of three years during official event.
42	United Kingdom	SERP - by professionals	CustomerFirst UK (for public and business, but more focus to SME)	Professional body initiative	Unlimited	Service Standard (30 statements)	CustomerFirst UK (limited, non-profit, operates to a Partnership Board)	Local	http://www.customerfirst.org/	Customer First offers a methodology to help organisations achieve and maintain customer service excellence. It is a Standard that companies can implement and assess themselves against in order to receive the public quality seal.

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43	United Kingdom	SERP - by professionals	The Government Standard "Customer Service Excellence"	State initiative (public)	Unlimited	Service Excellence Standard (improvement tools and official assessment in stages)	Cabinet Office UK	Local	http://www.customerserviceexcellence.uk.com/	The Customer Service Excellence brand idea is based on a hallmark - indicating quality and a distinguishing mark of excellence. In order for an organisation to be recognised as achieving Customer Service Excellence they must be successfully assessed and certified against the standard by one of our licensed certification bodies. Achievement of Customer Service Excellence is recognised by awarding the right to display the Customer Service Excellence hallmark.

Source: Data collected and analyzed by J. Adomaityte (date of research: 2011 01 01 - 2011 08 10).

SER – Service Excellence Recognition