



## **Allied Irish Bank (GB) WOW! judges at 2003 National Customer Services Awards 2nd October 2003**

Allied Irish Bank (GB)'s customer service excellence was recognised and rewarded at the prestigious National Customer Service Awards 2003 at London's Grosvenor House Hotel on September 30 by winning the much coveted WOW! Award.

The annual awards showcase best practice in customer service. Every award was hotly contested by some of the UK's best known companies. The Bank's Uxbridge branch won The WOW! of the Year Award - the only category in which finalists are nominated by customers.

The audience heard that levels of service in the Uxbridge branch were always excellent. On one particular occasion, service standards went beyond what is normally expected. When the customer's payroll system collapsed, Allied Irish Bank (GB) staff were at their customer's offices in 30 minutes and worked till late evening to ensure that all the customer's 200 employees received their pay on time.

Allied Irish Bank (GB) Wimbledon, Operations Team Leader, Gerard Hynes was one of four finalists in the Financial Services category of the National Customer Service Awards, reaching the finals after beating 400 other entrants.

Allied Irish Bank (GB) Managing Director, Aidan McKeon, said: "This is a great achievement and we are delighted to have won this prestigious award and also be a finalist for another.

At Allied Irish Bank (GB), we understand that successful business relationships are based on trust, understanding and knowledge. The ability to develop these relationships and provide excellent customer service is made possible by the quality of our staff. People are at the heart of everything we do. This is one of the reasons why we have been voted Britain's best business bank on each occasion for nearly a decade."

Don Hales, Chairman of the Judges, said: "With customer expectations continually rising, the business community is increasingly aware of the value and role that customer service and consumer affairs professionals play in the delivery of business growth and success. All of our finalists are outstanding performers in a highly demanding and vital area of business and, as such, deserve this recognition."

For further information, photography or to set up an interview please contact: Vicky Jones or Sara Knudsen on 0207 255 1100 or email [Victoria.jones@grayling.co.uk](mailto:Victoria.jones@grayling.co.uk). Or Lucie Graham at Allied Irish Bank (GB) on 01895 272222 or email [lucie.j.graham@aib.ie](mailto:lucie.j.graham@aib.ie).

### **Notes to editors**

#### **About Allied Irish Bank (GB)**

Allied Irish Bank (GB) is a trade mark used under licence by AIB Group (UK) plc, a wholly owned subsidiary of Allied Irish Banks plc.

\*It has five times been voted "Best Business Bank" - 1994, 1996, 1998, 2000, 2002 by the Forum of Private Business. This biennial survey looks at the relationship between businesses and their banks. Allied Irish Bank (GB) performed best in 12 of the 18 categories in the most recent survey. The survey clearly demonstrates that successful businesses need a good bank and a good manager. Allied Irish Bank (GB) has proved best in a wide number of categories.

#### **About The National Service Awards**

Established four years ago, The National Customer Service Awards are organised by the leading publishing and events company Quest Media in association with The Institute of Customer Service, The Society of Consumer Affairs Professionals and The Independent. Award sponsors The Gala

Group is a leading player in the gaming industry, owning 167 Bingo Clubs and 29 casinos, with 1.2 million members.

The WOW! Award, sponsored by The Gala Group, is a national Awards programme, based on purely customer nominations. The judges examine every nomination to discover exactly what motivated a customer to make the nomination. It was one of 34 different Awards given away on the night.