



## **CMC Markets Australia recognised for outstanding customer service**

**17 August 2015:** [CMC Markets](#) is pleased to announce the company has been recognised as an ABA100 Winner for Service Excellence in The Australian Business Awards 2015.

The Australian Business Award for Service Excellence (SXA) recognises organisations that have achieved outstanding results through initiatives that demonstrate leadership and commitment to service excellence.

The SXA award comes following the company's recent focus and significant investment in customer service initiatives, which aim to ensure clients distinguish CMC Markets as the most trusted and recommended CFD, Forex and stockbroking provider.

Central to the investments in CMC Markets' client service offering is its priority to 'make it easier' for their customers, by ensuring they spend less time and effort sourcing information or fixing issues, and interaction with the team at CMC Markets is seamless.

The 'make it easy' approach emerged from recent research<sup>1</sup>, which highlighted that reducing the effort exerted by customers related to problem solving, was a better predictor of customer loyalty than trying to delight customers in other ways.

In the most recent Investment Trends industry report, customers rated CMC Markets 17 per cent higher than the previous year. There was also a significant reduction in the number of clients switching to other providers, enabling the company to retain a strong market share.

Matthew Lewis, head of CMC Markets Asia Pacific said this recognition clearly demonstrates customer service excellence is a priority and strength of CMC Markets, as well as a testament to the hard work the team has undertaken to provide a valuable service offering to clients that goes above and beyond expectations.

"We are delighted to be recognised for our strong customer service offering. CMC Markets has adopted a client-centric culture, using customer feedback to inform and drive innovation across our platform, product and education services. This dedication is evident in our increased customer

satisfaction results this year, as we continue to ensure service excellence is inherent to every aspect of our business.

“Our skilled team of client service staff can be very proud of this acknowledgement, this is clear recognition of their consistent delivery of high quality service to make CMC Markets the brand of choice,” says Lewis

The Australian Business Awards are a national, all-encompassing awards program honouring Australia’s business, innovation and technology leaders through the recognition of their groundbreaking vision, innovative products and exemplary execution of projects, technologies, service, programs, systems and other initiatives.

Ms Tara Johnston, Program Director, says, “For a decade, The Australian Business Awards have conducted knowledge building programs which focus on organisations that prioritise innovation and technology as they continue to drive local and international markets.

“The ABA100 Winners have demonstrated innovative, enterprising and technologically advanced business initiatives and products that support an obvious transformation coinciding with the ever-changing, highly competitive business environment.

“High-performing, intelligent organisations that continuously and effectively improve their processes and products are set to survive the long term challenges faced by all Australian businesses,” Ms Johnston added.

For more information on The Australian Business Awards 2015 go to

[www.australianbusinessawards.com.au](http://www.australianbusinessawards.com.au)

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#### **About CMC Markets**

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and investment tools including CFDs, shares, options, listed managed investments, warrants and interest rate securities. In 2007 CMC Markets launched its broking service, CMC Markets Stockbroking, which is now one of the few remaining non-bank aligned, online stockbrokers in Australia. Please see our website for more information [www.cmcmarkets.com.au](http://www.cmcmarkets.com.au)

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<sup>i</sup> Recent research published in the Harvard Business Review.