

HDFC Bank wins the Avaya Global Connect Customer Responsiveness Award 2010

Our Bank has won the **Avaya Global Connect Customer Responsiveness Award 2010** in the Banking and Financial Services category.

In collaboration with The Economic Times, a leading business daily, the Avaya Customer Responsiveness Awards have developed a framework against which companies can benchmark their Customer Responsiveness strategies. "The organisations that have made it to the final awards list are the ones that have built awareness about customer responsiveness within their set up and delivered an enhanced customer experience in a consistent manner," says Avaya talking about the Customer Responsiveness Award winners.

The Awards function was held on Friday, April 30, 2010 at the ITC Grand Maratha Hotel in Mumbai. The Chief Guest for the evening was Shri Ajay Maken, Minister of State for Home Affairs. In all, 127 companies participated in this year's Award. The winners were decided based on the customer application, jury discussions and on the basis of public voting where over 60,000 people exercised their franchisee.

A cross section of luminaries from different industries including Mr. Sanjay Thapar, President, O&M, Ms. Gita Piramal – Chief Editor, The Smart Manager, Dr. N M Kondap – Ex Vice Chancellor, NMIMS University, Ms. Rufina Fernandes – CEO, Nasscom Foundation, Mr. Nazeeb Arif, Vice President, ITC, Mr. Girish Trivedi, Dy. Director, ICT Practice, Frost & Sullivan and Dr. Vijayanti Pandit, Director, FICCI WRC, comprised the jury. This year, Avaya instituted an award for Technology Innovation which went to ICICI Bank.

The 10 categories and the winner in each are:

Category	Winner
1. Banking and Financial Services	HDFC Bank
2. Telecom	Idea Cellular Ltd.
3. FMCG & Consumer Products	Dabur India Ltd.
4. Health and Pharma	Kerala Institute of Medical Sciences
5. IT Hardware & Software	Microsoft
6. Travel and Tourism	SOTC – Kuoni
7. Insurance	ICICI Prudential Life Insurance
8. Manufacturing	GAIL
9. Hotels	The Claridges Hotel
10. BPO/KPO/LPO	Mahindra Satyam BPO