

# Canada-based Guyanese wins global business award

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Canada-based Guyanese Narine Dat Sookram has been named Customer Service Director of the Year by the International Council of Customer Service Organisations (ICCSO) International Service Excellence Awards.

Now in its seventh year, the International Service Excellence Awards are the premier awards for customer service, designed to reward outstanding achievement by both organisations and individuals. The Awards, which are managed by Customer Service Institute of America (CSIA), receive nominations from around the globe highlighting commitment to customer service excellence.

ICCSO Vice President, CSIA Executive Director Christine Churchill believes that the 2014 award submissions truly embody the essence of what customer-focused organisations are all about. Being exceptional at customer experience delivery is no longer an option if companies wish to remain successful, it is a necessity. It is much more challenging to pull away from the pack and go beyond simply 'good' service. The 2014 International Service Excellence Award winners demonstrate ways to serve their customers that are relevant today.

Sookram, the Customer Service Director of Active Vision Charity Association and a Guyana Times columnist, was among six persons who won individual awards. Winners in other categories included: Cheapoair, Microsoft Dynamics Global Operations Team, Wells Fargo Treasury Management Client Delivery, and DHL Express South Africa. The judging criteria were based on the rigorous International Customer Service Standard (ICSS) – a comprehensive and practical framework to assist organisations in delivering consistently high levels of service.

Sookram knows the importance of listening to customers/clients' concerns, but, most importantly, he understands the importance of coming up with solutions and doing follow ups. This is because he came from a business background, both academically and professionally. As a business owner, he ran many successful businesses/projects over the years.

## Satisfy customer needs

The community activist understands that only when customers become the first priority can businesses increase profits and draw more support. He knows that every business will be sure to flourish when the primary motivation is to satisfy customer needs. He does this by earning the trust of every customer/client and treating everyone fairly.

“One of the biggest mistakes with business owners is that the focus is on money only.

We need to be very cautious of this, because if our motivation is only about money with no regard to how customers are treated, it is more likely that customers will walk away from us, because all businesses are competitive these days leaving customers with lots of choices,” Sookram noted.

The thing that sets Sookram apart from other leaders is that he has intimate knowledge of his inner emotional state and his strengths and weaknesses; hence, he is able to direct

himself very powerfully. He also knows how to get things, which is very important in today's world – generating the necessary energy and thinking outside of the box. Sookram is a leader who knows how to make decisions quickly, but he can also slow down to accommodate others.

“Winning the International Service Excellence Award is a testimony of hard work and dedication. It is certainly not an overnight success,” he stressed.

Reference:

<http://www.guyanatimesgy.com/2015/01/21/canada-based-guyanese-wins-global-business-award/>