



Embargoed until Nov 30th 2012

Prism Total IT claim the British Chambers' Excellence in Customer Service Award

An IT specialist that is transforming the way the sector operates has been awarded the Excellence in Customer Service title at the British Chambers of Commerce Chamber Awards.

Prism Total IT Solutions, which employs 24 people at its Congleton offices in Cheshire, beat off competition from hundreds of companies to win the prestigious honour, sponsored by Club Wembley.

The company impressed judges with the way it strives to become a strategic technology partner and the launch of its unique subscription model, which removes the need for any contractual obligations for the client.

Customer service is also at the heart of Prism's philosophy and twelve months ago it put in place a new strategy that focused on enhancing relationships, improving telephone skills, creating clearer career development paths and developing a coaching and mentoring scheme with all managers.

The results speak for themselves, with the firm recording 33% growth through the recession and a client survey revealing 96% customer retention and 94% satisfaction.

Over 500 guests were on hand at the Guildhall in London to witness the culmination of the competition, which is the flagship event in the Chamber's 'Business is Good for Britain' campaign.

Joining Prism Total IT Solutions on the podium were eight other organisations, including an eco-friendly hair salon, an entrepreneurial funeral director and an international wholesale exporter.

The winners were:

- Austin's Funeral Directors' Claire Austin (Entrepreneur of the Year)
- Biotec Services International (Achievement in International Business)
- Elan Hair Design (Sustainability)
- Freshney Place Shopping Centre (Marketing Campaign of the Year)
- Ramsden International (Business of the Year and Outstanding Business Achievement)

- Simply Bows and Chair Covers (Most Promising New Business)
- Thomsons Online Benefits (Excellence in Innovation)
- The Trafford Centre (Commitment to People Development)

President of the British Chambers of Commerce Martyn Pellew said: “At the start of this year we asked businesses to show us why they are good for Britain and I’m delighted with how they have responded.

“We had a record number of entries from all over the UK, with some excellent tales of innovation, job creation, growth and export success.”

He continued: “Prism Total IT Solutions is a fitting winner of the Excellence in Customer Service Award and shows what can be achieved with a committed management team and a strong vision.”

Now in its 9th year, the British Chambers of Commerce (BCC) Chamber Awards 2012 are supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health, Club Wembley and Acua Limited.

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British Chamber Awards

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

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