

2025 OUTSTANDING CSR of the YEAR AWARD

Competition Entry Form

Submit your completed entry form by **May 1, 2025**.

All entries become property of Risk & Insurance Education Alliance, inclusive of permission to reprint.

The Outstanding CSR of the Year award® is given to an exceptional insurance professional who has distinguished themselves through their commitment and contributions to the industry. The competition is open to any insurance customer service representative or an insurance professional primarily responsible for customer service.

| State Winners | Finalists | National Award Winner |
|--|----------------------|-----------------------|
| National Recognition | \$500 Cash Award | \$2000 Cash Award |
| Framed Certificate | National Recognition | National Recognition |
| Eligible to Compete in the National Competition* | Gold and Garnet Pin | Gold and Diamond Pin |

Entry Submission Includes:

- Entry Form
- 2 letters of recommendation from professional references
- 500 to 1000-word essay on the topic of:

"Balancing Technology and Human Connection: The Modern CSR's Role in Customer Service"

As technology continues to reshape the insurance industry, CSRs and Account Managers must navigate the challenge of integrating digital tools while maintaining strong, personal client relationships. AI, automation, and data analytics have enhanced efficiency and accuracy, but over-reliance on technology can lead to impersonal interactions. In your essay, discuss three keyways CSRs can successfully embrace technological advancements while preserving meaningful client relationships.

***National Qualifier Stage:** If selected as a State Winner, a short video entry will be required for consideration for the National Competition. Video guidelines will be sent to State Winners when selected.

Candidate Information

Please print or type

I am nominating myself

Name: _____

Designations(if any): _____

Years of Experience: _____

Position: _____

Agency/Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Fax: _____

Continued...

Competition Entry Form

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References

1. Name: _____
Agency/Company: _____
Email: _____
Phone: _____
Address: _____
City, State, Zip: _____
2. Name: _____
Agency/Company: _____
Email: _____
Phone: _____
Address: _____
City, State, Zip: _____

Education/Contributions/Achievement (attach additional documentation, if needed)

- Formal Education: _____

- Insurance-Related Education (within last 2 years): _____

- Insurance Awards/Honors/Affiliation (within last 2 years): _____

- Community Involvement/Awards/Honors (within last 2 years): _____

- Significant Contributions to Business/Coworkers (within last 2 years): _____

Essay

Please submit a 500 to 1000- word essay on the following topic:

"Balancing Technology and Human Connection: The Modern CSR's Role in Customer Service"

As technology continues to reshape the insurance industry, CSRs and Account Managers must navigate the challenge of integrating digital tools while maintaining strong, personal client relationships. AI, automation, and data analytics have enhanced efficiency and accuracy, but over-reliance on technology can lead to impersonal interactions. In your essay, discuss three keyways' CSRs can successfully embrace technological advancements while preserving meaningful client relationships.

Return this form with completed essay to:

Alabama IIA, Inc.
141 London Parkway
Birmingham, AL 35211
Ph: 205-326-4129
Email: tunderwood@aiia.org