

2024 OUTSTANDING CSR of the YEAR AWARD

Competition Entry Form

Submit your completed entry form by **May 1, 2024**.

All entries become property of The National 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:

"In today's volatile economy, both property and auto markets are in turmoil, with soaring rates and inflation impacting insurance agencies and their customers. CSRs face unexpected challenges from global events, economic shifts, and emerging risks. Explore how resilience and adaptability are crucial for CSRs to navigate these challenges, maintain customer satisfaction, and share real-life examples of success in meeting evolving customer needs amidst adversity. In your essay, discuss how the dual pressures of economic instability and customer expectations shape the role of CSRs, and discuss the innovative approaches and best practices employed to mitigate challenges and foster enduring customer 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:

"In today's volatile economy, both property and auto markets are in turmoil, with soaring rates and inflation impacting insurance agencies and their customers. CSRs face unexpected challenges from global events, economic shifts, and emerging risks. Explore how resilience and adaptability are crucial for CSRs to navigate these challenges, maintain customer satisfaction, and share real-life examples of success in meeting evolving customer needs amidst adversity. In your essay, discuss how the dual pressures of economic instability and customer expectations shape the role of CSRs, and discuss the innovative approaches and best practices employed to mitigate challenges and foster enduring customer relationships."

Return this form with completed essay to:

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