

Celebrating employee achievements

CASE STUDY: Susana Alves, CUA Direct Customer Service Team Manager

May 2016

When nominations for CUA's most prestigious annual employee award was announced, CUA Direct Customer Service Team Manager, Susana Alves, was lying on the floor of her Sydney office, feeling unwell.

"To help me feel better, my colleagues had taken my shoes off and given me an ice pack. All I could remember was *OMG they removed my shoes, hopefully my feet do not smell!* Later, I received phone calls and emails congratulating me on my nomination," says Susana.

CUA, Australia's largest member-owned financial services provider, employs 900 staff members across four states. Susana was chosen ahead of 28 other finalists from around Australia as the winner of the 2016 Jack Harvey Annual Values Award. The award, named in honour of CUA's founder, recognises CUA employees who deliver a life rich experience to members and colleagues by living the organisation's values. This is the sixth year that the award has been presented to CUA's standout achiever.

Susana is based in CUA's Sydney customer service team and has been working with CUA since 2009. She was nominated for the award by her team, who had nothing but praise for their colleague:

"She's simply an amazing leader. Susana is genuine in all her interactions with both colleagues and members, ensuring that the person she is assisting knows she cares about them. Susana proactively promoted a major campaign to drive insurance sales for CUA by hiring, training and coaching of staff members. She has accumulated a wealth of knowledge during her time at CUA and is known as a trusted adviser amongst her colleagues."

Susana sums up her win by advising those around her to not lose sight of their dreams.

"Dreams do come true. A couple of years back, my team manager at that time asked me what I would like to achieve at CUA and I replied, *I would like to win a Jack Harvey award.*

"CUA provides employees with many opportunities and I feel I have achieved so much through the support provided by the organisation."





In recognition of Susana's achievements, she received \$2,000 and a special Jack Harvey Annual Values Award trophy.

(Pictured: CUA Health Chief Executive Officer Philip Fraser, Susana Alves and CUA General Manager of Human Resources Sonia La Penna.)

About CUA

As Australia's largest member-owned financial services provider, CUA provides banking and health insurance products to more than 435,000 Australians. CUA is 100% owned by its members. All profits are reinvested into growing the business, delivering competitively priced products with better rates and lower fees, and supporting local communities and charity partners. For more information, please visit www.cua.com.au

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