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**ISUZU RECOGNISES CUSTOMER SERVICE EXCELLENCE WITH ‘CARE’ AWARD**

Australia’s trucking industry is constantly evolving—sometimes gradually, other times at full throttle. As these shifts unfold, customer expectations move right along with them.

As the reigning Australian truck market leader for 36 years and counting, Isuzu Australia Limited (IAL) meets and exceeds these expectations by delivering a sales and aftersales experience unmatched by other heavy vehicle brands.

Recognising the outstanding commitment of frontline staff engaged in aftersales care across its broad dealer network, IAL recently presented its 2024 Isuzu Care Award—coinciding with the [20th anniversary](https://www.content.isuzu.com.au/news-articles/20-years-of-customer-focus-with-isuzu-care/) of the Isuzu Care program this year.

**Celebrate the wins**

Isuzu Customer Care Specialists hail from a variety of places, including Isuzu’s National Customer Care Centre and National Fleet Support, as well as dedicated local specialists within the broad [dealer network](https://www.isuzu.com.au/find-a-dealer/).

Camilla Daintree from [Webster Trucks](https://www.webstertrucksisuzu.com.au/) in Tasmania took home top honours and the 2024 Isuzu Care Award at a milestone Isuzu Customer Care Specialists Conference held in Torquay, Victoria.

“The role of an Isuzu Customer Care Specialist is highly demanding and can greatly affect a dealership's success,” noted IAL Care Manager, Kathryn Kreuzer.

“Camilla's leadership has played a pivotal role in empowering frontline staff at Webster Trucks with the confidence and knowledge needed to deliver exceptional customer service, and the benefits to their customers have been undeniable.

“This is why the Isuzu Care Award exists, to recognise and promote this dedication to excellence and an unrivalled focus on the customer.”

**Loyalty rewarded**

Ms Daintree has totalled eight years with Webster Trucks so far, being promoted to Customer Relations Manager in 2020.

In this role and as an Isuzu Customer Care Specialist, Ms Daintree supports the dealership’s OEM-trained technicians and sales teams to ensure exemplary customer interactions, while delivering Isuzu’s Care program.

“It is an honour to receive the 2024 Isuzu Care Award, and during the 20-year anniversary of Isuzu Care, no less,” Ms Daintree said.

“I was shocked when my name was announced, but I feel very appreciated and proud of this achievement.

“At Webster Trucks, we hold the customer at the centre of every decision we make, respecting that trucks are vital to our customers’ businesses and their livelihood.

“We make every effort to keep downtime as brief as possible and ensure we provide a premium service, every time.”

**History in the making**

Ms Daintree’s well-deserved award comes during a providential year for Isuzu, which is celebrating the dual milestones of rolling out an [all-new truck model range](https://www.content.isuzu.com.au/news-articles/perennial-australian-truck-leader-lays-down-gauntlet-with-era-shattering-new-range-launch/) and 20 years of its Care program.

“With the all-new Isuzu trucks line-up soon to be released in Australia, Isuzu Care will be more relevant than ever as we continue to support Isuzu customers,” commented Ms Kreuzer.

“Our job is to stay one step ahead of their needs, no matter where they are throughout the country.”

Since its inception two decades ago, [Isuzu Care](https://www.isuzu.com.au/isuzu-care/) has encompassed a wide range of products and services designed to enhance the experience of owning an Isuzu truck, based on the belief that the initial purchase is just one step in a long journey.

Just two years after the program’s launch in 2006 came the first Isuzu Care Award, identifying the significant role that great service plays in the customer’s ownership journey.

The collaborative effect of expertise offered at both local and national levels and an extensive aftersales suite—which includes industry-leading warranties, 24/7 roadside assistance, and a comprehensive range of service agreements—creates an exceptionally rewarding experience for Isuzu Trucks customers.

**ends**

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