



# SOUTHERN CROSS CARAVANS



AUSTRALIAN BUSINESS  
QUALITY AWARDS

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## **Southern Cross Caravans recognised for service excellence in the 2013 Australian Business Quality Awards**

Strong focus on customer satisfaction leads Southern Cross Caravans to win the Gold Award

Situated in Meadowbrook, Brisbane Qld., Australia – Southern Cross 5th Wheel Caravans, a leading manufacturer in customised Australian built 5th Wheelers, has achieved the esteemed Australian Business Quality Award for successfully adhering to its high service standards and going beyond customers' needs.

Now in its 5th year, the Australian Business Quality Awards acknowledges enterprises that exhibit outstanding service levels as assessed by their customers. The organisation measures businesses against a range of internationally-recognised principles of best practice in customer service.

'Australian Built for Australian conditions': "We are truly proud of this accomplishment that clearly demonstrates our commitment to please our customers by providing overall quality service. In our business, we walk the talk as we deliver on our promise and more," shared John, (production manager) and son to owners 'Barry & Lorraine Beattie'.

Southern Cross is a Family Business that has been experienced in Steel Fabrication, Manufacturing and Engineering since 1972. They started building Customized Builders trailers, Ute trays and Racks, Goosenecks, Horse trucks and Horse floats as EASYTRAVELLER TRAILERS in 1993 along with the well sought after patented design JR anti-scramble horse floats. SOUTHERN CROSS was then developed in 2005, after researching and testing brand new innovations in composite panel design. An ergonomically engineered Super Gal chassis was designed to suit, and then came their adjustable Independent trailing arms with long travel airbag suspension. All this came from years of collective experience and knowledge in engineering design and technology.

Recounting an experience with Southern Cross, Mel & Chris Jones, one of its customers, related Quote NB; "What sets them apart from other places, is that they give you a product that you can rely on – I'll recommend them to anybody! They are a brilliant family company".

Equally satisfied with Southern Cross Caravans, another customer, Bruce & Sharon Webster said, "They offer great value, and are always available when I need them...I can rely 100% on them; they are doing a great job!"

The Australian Business Quality Awards aim to raise the bar in customer service by encouraging businesses to be the best at what they do and rewarding those who excel in their respective fields. Open to any enterprise, regardless of its size and the nature of its business, the awards evaluate how effective an enterprise is in performing against its own and best practice customer service standards.

According to the organisation, “Customers always look for the best service, which positively impacts the business in various facets, from recall to word of mouth and repeat business that all affect the bottom line. The awards not only give the business the recognition it deserves, but also identify aspects that surpass customer expectations and those that have room for improvement.”

Providing a good indication of which businesses have strong customer satisfaction ratings, the Australian Business Quality Awards bestows the Bronze Award to enterprises that garner a score of 70% to 80%, the Silver Award for an 80% to 90% score, and the prestigious Gold Award for a score of 90% or higher. A complete list of the winners is available at [www.businessquality.com.au](http://www.businessquality.com.au).

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About. Southern Cross Caravans.

Were you aware that manufacturers that custom build to your specifications are a dying trade... and now it seems to be all about mass production and importing?

What if we told you that there is a fabricator in Brisbane that has been building individual vans to suit your lifestyle and needs, a family business that treats you as a name, not a number... someone that actually cares about quality and longevity would you be interested?

Southern Cross is 100% Australian owned, and everything is designed and built strong to suit Australia's harsh environment while being very weight conscious. Their vans also incorporate a modern style of practical luxury, with a good range of sensible floor plans. They are easily located in south-east Queensland and openly welcome test tows, and tours of their factory. So go, meet the family, and see for yourself just how much personal attention and detail go into a quality Australian built Southern Cross 5th Wheeler.

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