

CSQS : Customer Service Quality Standard covering all industries

Customer Relationship Excellence & Customer Service Quality Standard Summit 5-6 July 2007



Mr Jason Chu, Chairman of APSCSC presenting CSQS committee member certificate to Dr George Huang, Associate Professor of the University of Hong Kong

Customer Service Quality Standard in a Customer Centric Market

With many organizations looking for new ways to enhance customer interactions, existing quality standards do not fully address the total needs of the Customer Service operations, which is why APSCSC has jointly developed the CSQS to bridge this gap.

The market competition today is moving from product to service, and

the competition of service industry has put more attention to customer service excellence. More and more CEO's are realizing quality customer service is the key to customer retention and cost saving, and it's not a secret that a service without satisfied (internal or external) customers will become obsolete soon. APSCSC has launched the Customer Service Quality Standard (CSQS) strategically to the international business community to help organizations in

developing a world class service management and checklist comprehensive to follow and implement to quickly sharpen their service organizations.

The Customer Service Quality Standard (CSQS) has been developed in conjunction with the Asia Pacific Customer Service Consortium and researchers from the University of Hong Kong to assess the overall service quality, best practice compliance and performance of the entire customer service operation. It is the most comprehensive certification dedicated to a robust customer service world class framework awarded to organisations that excel in customer service excellence.

Roadmap for Customer Service Excellence

The main aim of the CSQS is to establish a practitioner-based, user-driven set of good-practice guidelines that can be followed to manage the customer service operation systematically and effectively so as to provide consistently excellent services to meet and exceed customer requirements and expectations. These guidelines are arranged as a Standard specific to service organisations including Customer Service Centers and Call / Contact Centers, Property Management, Telecom Ser-

vices, Financial Services Centers.

360 Degree Standard

The CSQS offers a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APSCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard.

Through the CSQS Committee, CSQS benefits from a practitioner-based, user-driven set of best-practice standards that can be followed by service organizations to manage and improve their customer service supply chain systematically and effectively so that customer and service recipient's requirements and expectations are met consistently and efficiently with the delivery of service excellence.

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