

Highest accreditation and best practice

The Asia Pacific Customer Service Consortium (APCSC) officially presented Customer Service Quality Standard (CSQS) site accreditation to DIALOG TELEKOM LIMITED (DTL) and Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management, in recognition of their achievements and high level of compliance to CSQS Level III Strategic Business Unit.

The CSQS is the highest certification awarded to customer service organizations that excel in customer relationship excellence. A further

goal of the guidelines is to enhance a common understanding of the customer service practice, to encourage organizations focusing on customers to improve their business performance, to align the approach throughout the industry and to improve inter-company co-operation.

The CSQS sets forth a set of generic guidelines that assists the organization in instituting good practices in order for the customer service operation to demonstrate its capability to improve the overall quality and performance levels that customers receive. A further goal of

the guidelines is to enhance a common understanding of the customer service best practices, to encourage organizations focusing on customers to improve their business performance, to align the approach throughout the industry and to improve inter-department and company co-operation.

Setting Customer Relationship Standard with Balanced Scorecard and CSKM

The CSQS embraces and integrates the balanced scorecard management system and the ISO9000 quality management system to provide an execution roadmap for transforming an organization into a customer centric strategic business unit. The CSQS provides a world class framework for strategic planning, implementation, organization integration and drives organizational Customer Services Knowledge Management (CSKM) infrastructures to comply with the CSQS Standard. APCSC and the researchers from the University of Hong Kong have embarked on the business case research and write up of successful CSQS implementation by market leaders to create business insight on customer relationship excellence for university education, academic journals and business review.

The CSQS applies primarily to the Customer Service business process and the interaction / impact on other business processes. Examples include Customer Service Contacts,



Dialog Telekom receiving CSQS certificate from Jason Chu, Chairman of Asia Pacific Customer Service Consortium



Henderson Land Group receiving CSQS certificate from Jason Chu, Chairman of Asia Pacific Customer Service Consortium

Product and Services, Knowledge Management, Technical Support, Help Desk, Distribution Fulfilment, Operator Services, Order processing, etc.

The CSQS is intended to be generic, and independent of any specific industry or economic sector. It is applicable to the Customer Service

function in all types and sizes of organisation. For example, CSQS can be applied to Customer Service Centers in the banking sector, telecommunications, and manufactured products, etc. Application of the standard can be conducted in stages or as an improvement process driven project.