

## ASIA PACIFIC CUSTOMER SERVICE CONSORTIUM

## 2007 Customer Relationship Excellence Awards



# Customer Relationship Excellence Awards

The most prestigious and well recognized awards on Customer Relationship Excellence internationally

As winners of the Customer Relationship Excellence Awards (CRE Awards), their corporate brands receive strong customer and public CRE Endorsement and attention from the international community and brand watchers.

### International Best of the Best

All winners are market leaders with a customer-centric approach, and holders of many industry laurels and trophies from their respective countries. Out of the increasing number of participating companies internationally, there are several new participants and winners from Mainland China and South Asia such as Malaysia and Singapore, who have won the renowned Excellence Service Award (EXSA) SuperStar and Service Class.

### APCSC 10th Anniversary

The winners for the 2007 Customer Relationship Excellence Awards (CRE Awards) have been announced at the Asia Pacific Dinner Ceremony held in Hong Kong in conjunction with the annual 2008 CRE & Customer Service Quality Standard (CSQS) Summit on

June 27th. APCSC also celebrated her 10th Anniversary at the CRE Awards Dinner Ceremony together with all the international winners, advisors, members and partners.

APCSC started out as a consortium program in collaboration with The University of Hong Kong (HKU) in conducting research on customer service to capture critical success factor to create customer service excellence in 1998. HKU and the eighteen founding members of the Consortium Program were once perceived as rescuers in saving the service industry of Hong Kong just after 1997.

### Service Industry Development and Competition

Commenting on the changes in services industry development in Hong Kong, Mr. Jason Chu, Chairman of APCSC saw great improvements during the course of these ten years. "Excellent services are moving to virtually every part of industries. Moving forward, companies in Hong Kong will need to take the initiative to build the customer-centric culture expanding from the customer service depart-



Customer Relationship Excellence Awards winners celebrating APCSC 10th Anniversary

ment to all departments in order to create Centers of Customer Service Excellence within an organization successfully. This is also the only way that a company can do well and survive in the next wave of business competition. I firmly believe that CRE is a corporate wide effort and cannot succeed without good support to internal customers to win external customers."

### The Goal

The goal of the CRE Awards is to promote service quality and Customer Relationship Excellence in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. The CRE Awards have been launched in 2002 to provide professionals and organizations from all industries with recognition of superior service and on-going contributions to CRE as a core business value.

### Most Comprehensive CRE Model and Award Process

The CRE Awards have adopted the standards set out in the CSQS as the award assessment framework taking through a series of assessment steps. The five steps of the judging process include a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, site visits assessment by the judging panels following the CSQS criteria, public web-voting. Each carries the same weighting to demonstrate the impartial balance of the judging criteria.

"Public web-voting is essential in customer

engagement and the public to decide which company gives the best customer service," said Chu.

In terms of customer service, it is always hard to compare companies coming from different sectors. Hence, it is essential to have a unified model and standard for measurement. The CRE Awards provide an excellence model as the yardstick to give an unbiased measure of a company's CRE achievement.

### International Endorsement and Judging Panel

Endorsed and supported by international bodies, the CRE Awards' winners are finalized by APCSC with the international advisors and judging panel including the Customer Service Institute of Australia, Help Desk Institute - Japan, and Professor from the Hong Kong University.

### New Category: Public Service of the Year

When looking at the US and the UK, APCSC noted the rising demand for Citizen Relationship aspect for the public service sector, which is an important aspect of social and economic development.

"We are particularly keen in bringing the awareness of public services excellence to the Asia Pacific. In the global economy, business competitiveness among countries also lies in the public service sector," said Chu. Therefore, APCSC has introduced a new category, Public Service of the Year, in this year's CRE Awards. This category recognizes public services that improve efficiency, transparency, accountability, responsiveness, and delivery of services from public organizations.



Customer Relationship Excellence Awards 2007 for Individual Winners

### Chairman Message

Customer Relationship Excellence is the only way to your market leadership!

The Customer Relationship Excellence Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE.

In 2008, APCSC celebrates her tenth year in promoting customer relationship excellence in the Asia Pacific region, we want to congratulate all the CRE Awards winners and thank all our advisors, members and partners for their dedication and pursuit of excellence. APCSC is very proud to witness how they continue to bring new service levels, quality standards and benchmarks to shape the future directions of business practices in making Asia Pacific a better place to live and do business!

On behalf of the APCSC, I wish you business success and Customer Relationship Excellence!

**Mr. Jason Chu**  
Chairman of APCSC



### Congratulatory Note from Australia

Thank you for the opportunity once again to be an adviser to your very prestigious Customer Relationship Excellence Awards. We have had a tremendous association with the Hong Kong Customer Service Consortium and the Asia Pacific Customer Service Consortium and have seen the quality of awards submissions and organizations recognized improve every year. We value our association with the Hong Kong Customer Service Consortium and the Asia Pacific Customer Service Consortium, as joint foundation members of the International Council of Customer Service Organizations and with the Customer Service Institute of Australia. We congratulate you on your 10th Anniversary and look forward to many more years promoting service excellence around the globe.



**Mr. Brett Whitford**  
Executive Director  
Customer Service Institute of Australia

### Congratulatory Note from China

Congratulations on the 10th anniversary of HKCSC and APCSC for their dedication in customer service research and practice, CRM benchmarking and promotion of Customer Relationship Excellence and Customer Service Quality Standards in international cities in Asia. Together with founding members from different industries, I have been very pleased to work on the Customer Service Research Consortium Program at Hong Kong University. I am also pleased to note that many of the research topics have created excellent impact to improve customer service quality and management in many organizations and business units. I look forward to more collaboration with APCSC with development programs to enhance the service economy worldwide!



**Prof. George Huang**  
Department of Industrial and  
Manufacturing Systems Engineering  
The University of Hong Kong

### Congratulatory Note from Japan

Congratulations to APCSC on her 10th anniversary. APCSC has gone through a remarkable period of success in promoting service excellence and quality standards in the Asia Pacific. It is my honor to be an adviser and member of the 2007 Customer Relationship Excellence Awards panel of judges. Please also accept my sincere congratulations upon Customer Relationship Excellence Awards Winners. In addition, thank you very much for inviting me to speak and participate in the APCSC CRE & CSQS Summit and the CRE Awards dinner ceremony. These events were very productive in knowledge sharing and wonderful learning opportunities for all international support professionals. HDI-Japan is cooperating with APCSC to enhance the support service industries in Asia Pacific continuously.



**Mr. Tatsumi Yamashita**  
CEO of Help Desk Institute Japan