

ASIA PACIFIC CUSTOMER SERVICE CONSORTIUM 2007 Customer Relationship Excellence Awards

CSQS: Roadmap to CRE



In the area of customer service, the notion of excellence varies with different countries, organizations and individuals. It has become difficult for companies to reach a service level that suits all members of the public.

Excellence Model

“Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. “That explains why APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap.”

Integration of balanced scorecard & ISO9000

CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear directions for transforming an organization into a customer-centric unit.

A further goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve inter-departmental and company wide integration.

The yardsticks for the CRE Awards

CSQS is so crucial to customer service that it became the yardsticks for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental reference that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical



Mr. Suen Kwok Lam, MH, Managing Director, Henderson Land Group received the CSQS Certification from APCSC

from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSKM empowers the frontline

The assessment of CSQS is progressively divided into three levels: intention, implementation and integration. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 levels of CSQS Achievement

According to Chu, it is a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives. Level I Outsourcing Service Center; Level II Interactive Service Center; Level III Strategic Business Unit. This year, DIALOG TELEKOM PLC and Henderson Land Group Property Management Department have attained the highest accreditation of CSQS, Level III Strategic Business Unit.

In the future, CSQS will continue to evolve to be an even more robust roadmap for companies to learn, incorporate and implement a quality managing system that fulfills and exceeds customer expectations.

CRE & CSQS Summit and CSQS Roundtable

Knowledge exchange always initiates innovative ideas and solutions. On top of the CRE Awards, the CRE Summit and CSQS Round-



Ms. Sandra De Zoysa, Group Chief Customer Officer of Dialog Telekom, shared on Dialog's CSQS journey at the CSQS Roundtable in Colombo, Sri Lanka

tables are the interactive highlights of APCSC.

DIALOG TELEKOM PLC received both CSQS Level III for Contact Center & Customer Service Center. Mr. Kapil Sharma, Head - Group Service Delivery, Dialog Telekom PLC said, “We are proud to have our service achievements recognized by receiving these awards at the APCSC Summit 2008 for two consecutive years. Organizations such as ours Sell ‘Experience’ as against Products & Services, Innovation/Convenience/Commitment reflect few of the offerings we provide customers through our diverse portfolio. ‘Service Excellence’ has been a culture at Dialog & over the years we have delivered successive enhancements to our Service capabilities through all channels. We strive to set new benchmarks in Service Quality to delight our Customers as well as the employees who deliver this to them. This achievement not only reflects our commitment to deliver World Class service to customers but also encourages the entire team to be the ‘Best in Class Always’ We appreciate APCSC for the efforts in establishing BIC awards as a platform for driving Customer Relationship Excellence within the Region.”

The CSQS Roundtables are held in different international cities of the Asia-Pacific region, further pushing the CSQS awareness and best practice sharing to more countries.

Overview of CRE Awards 2008 Process

Open for Applications & Nomination	June – Nov, 2008
Application Deadline	Nov 15, 2008
Self Assessment Questionnaire	Jan 31, 2009
Business Case Presentations	Feb, 2009
Mystery Call / Visit	Mar – Apr 2009
CSQS Audit	Feb – Apr 2009
Public Webvoting	Apr 2009
Final Assessment by Judging Panel	May 2009
CRE Awards Dinner Ceremony	Jun – Jul, 2009
Press Release & Publication of Newspaper Supplements	Jul, 2009