

Are you among the Best-in-Class?



Very often, the number one factor that most customers look for is a company's ability to understand needs and offer a personalized solution. It is a more than common practice for companies to at least have some simple comparisons with their competitors.

"Customers are conducting benchmarking through their daily experiences from each transaction and every service encounter. Their benchmarking results become input to their future purchase decisions. Likewise, successful companies consistently conduct and participate in internal and external benchmarking to collect market intelligence from customers and competitors to learn new ideas, identify best practices and set targets and standards in order to sustain and advance their market position," said Jason Chu, Chairman of APCSC.

Recipients of the BIC recognition

Dao Heng Insurance Co., Limited
Sales Management

Dialog Telekom PLC
Multi-Channel Contact Management (Contact Center)

Dialog Telekom PLC
Proactive Service Management (Customer Service Center)

NOKIA CHINA
Service Level Management

NOKIA SINGAPORE
Multi-Lingual Service Management

Time Asia (Hong Kong) Limited
Fulfillment Service Management

TNT Express Worldwide (HK) Ltd.
Corporate Service Management

International players across industries

As the name suggests, APCSC's Best-in-Class (BIC) benchmarking involves international players across different industries. Its comprehensive benchmarking program serves as a strategic business assessment and audit to identify gaps in CRM and customer service business performance, as well as areas in which these strategic business units need attention.

APCSC has formulated this program to help companies identify areas where improvements can greatly increase customer experience, satisfaction and loyalty. With more emphasis on customer experience management, APCSC has dedicated the BIC CRM Benchmarking regional platform to facilitate and refine the benchmarking process for effective learning and knowledge sharing of best practices and market trends. It is every company's goal to become a Best-in-Class company and establish a strong corporate culture for market leadership.

Well-trained mystery shoppers

On top of the more conventional methods, APCSC makes use of a team of well-trained mystery shoppers in order to evaluate the real-life customer service performance of the participating companies. The mystery visits act as good proof or cross references that help APCSC decide whether the companies have achieved what they claim.

Areas covered in the surveys and benchmarking categories, plus other analysis include, but are not limited to, attitude, knowledge and professionalism.

Upon receiving the two detailed reports

from APCSC, companies will have an in-depth knowledge of their strengths and weaknesses. For example, in what area are we particularly good? Are we one of the market leaders? In which areas can we better improve ourselves so not to fall behind? Customers are able to compare the performance of the companies and the market trends. Through these reports, APCSC will also be able to recognize who is the best in the industry.

New Best-in-Class categories

This year, new Best-in-Class categories include: Multi-Channel Contact Management (Contact Center), Multi-Lingual Service Management, and Fulfillment Service Management.

Ms. Sharon Lee, NOKIA, Director, Contact Center Services said, "It is a great honor for NOKIA to receive the Best-in-Class recognitions of 'Service Level Management' for our China team in Guangzhou Contact Center, and 'Multi Lingual Service Management' for our Singapore Team in Kuala Lumpur Contact Center. Our global Contact Center network handles tens of millions consumer contacts yearly and they are in central role in driving our customer satisfaction. We have pride ourselves in developing our contact center network in the most efficient and effective way, and these awards are testimonial to our efforts."

Ms. Andy Lee, Director of Fulfillment Services (Asia Region), Time Asia (HK) Limited - publishes TIME and FORTUNE magazines in Asia said, "We are proud to receive the Best-in-Class Award under the Fulfillment



APCSC presented the Best-in-Class recognition for outstanding performance on the BIC CRM Contact Center and Customer Service Center Benchmarking Program at the Summit 2008

Services Management category. Delivering the best quality of service has always been our commitment to the readers."

Identify key market trends and set investment plans

The BIC recognition is awarded on an annual basis to participants of the Regional BIC CRM Benchmarking Program. The Benchmarking is an on-going program which allows companies to benchmark their business and service operations, enabling them to identify key market trends, best practices and set investment plans.

What will the ideal BIC look like? According to Jason Chu, Chairman of APCSC: "Instead of putting benchmarking together bit by bit, integrating Best-in-Class benchmarking with CSQS will offer a management perspective with more insights to the senior executive team." Therefore, the public may expect further harmonious synergy between BIC and CSQS in the future.