

FOR IMMEDIATE RELEASE

APCSC held CSQS Roundtable in Ocean Park with the theme of “Corporate Social Responsibility”

Hong Kong –February 05 2010 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable in Ocean Park. The Roundtable, with the theme of “**Corporate Social Responsibility**”, have attracted experts and senior managerial level of the Customer Service field from different industries including Entertainment, Property Management, electronic components and public service industry to join and have warm discussion.

Mr. Tom Mehrmann, Chief Executive, Ocean Park has share Ocean Park’s **Corporate Social Responsibility**, clearly introduced the Ocean Park’s donations to the society. Ocean Park is a not-for-profit statutory body. Ocean Park runs socially-inclusive initiatives, reaches out to students through the Ocean Park Academy, and inspires wildlife conservation through Ocean Park Conservation Foundation Hong Kong (OPCFHK). They also provide more benefits to Disabled Persons and the senior citizens. Ocean Park contributes a lot to Sichuan earthquake.

Apart from Mr. Tom Mehrmann, Mr. Andy Hue Tse Leong, Assistant Director of Corporate Planning Department, Singapore Ministry of Manpower, shared experience with theme Organizational Excellence. The Corporate Planning Department (CPD) aims to drive the development and implementation of effective corporate strategies to enable the MOM to achieve its mission. The department is critical to the organization’s progressiveness and success, as it explores new perspectives, tracks performance and manages finances to achieve the set goals and plans.

In order to enable more companies in Asia Pacific Region to learn more about the Customer Service Quality Standard, so as to achieve customer relationship excellence, APCSC has launched a series of new individual membership benefits. Individual members of the APCSC can attend the CSQS Roundtables for free and join the exclusive activities for member at discount rate. Individual members can also collect the latest CRE information for free. Joining the global certification program or Best-in-Class Benchmarking, they may also enjoy a discount. To encourage students pursuing their studies to be a professional in customer service industry, all students completing their certification program may immediately receive a one-year individual membership of APCSC for free and enjoy the members’ benefit.

About Asia Pacific Customer Service Consortium (APCSC) www.apcsc.com

APCSC is founded with the belief of “Excellent Customer Relationship is the only way to Sharpen your

Competitive Edge!” The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across Asia Pacific Region and to recognize and reward companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center, Support Services with global education partners and international membership organizations to set Standards World-Wide.

Customer Service Quality Standard (CSQS)

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. The goal is to It is the highest certification awarded to contact centres and customer service organizations that excel in customer relationship excellence.

Best-in-Class 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 trend, best practices and set investment plans. The benchmarking includes CRM Contact Center and Customer Service Center business performance, as well as areas in which participating companies need attention.

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For Press interviews and APCSC CRE Awards participation and sponsorship, please contact Ms. Lau by tel: (852) 21741428 or email: enquiry@apcsc.com