

FOR IMMEDIATE RELEASE

**APCSC held CSQS Roundtable in City University of Hong Kong
From Project Management to Customer Engagement**

Hong Kong –November 11 2009 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable in City University of Hong Kong. The Roundtable, with the theme of “From Project Management to Customer Engagement”, have attracted experts and senior managerial level of the Customer Service field from different industries including Property Management, electronic components and Telecommunication public service industry to join and have warm discussion.

Mr. Jason Chu, the chairman of APCSC, had a presentation on “**From Project Management to Customer Engagement**” during the Roundtables, clearly introduced the Customer Service Quality Standard, including the three levels of CSQS Accreditation, best practices and benchmarking, four components that are recommended for the organization to implement, the CSQS Balanced Scorecard and etc. Through the sharing of the success stories and winning strategies of the winning companies of the Customer Relationship Excellence Awards (CRE Awards) from Hong Kong, Taiwan, Singapore, Europe and etc, Mr. Chu explored how to perfectly use the Customer Service Quality Standard to increase the Return of Investment of a corporate under current market and corporate environment.

Mr. Chu emphasized, “Facing the challenges and opportunities, the Customer Service Quality Standard has become even more important. It helps market leaders to reinforce their leading positions and to integrate their business objectives measured by the balanced scorecard Key Performance Indicator (KPI)s together with their daily business operations controlled by the ISO standards, so that companies are able to define its responsibilities, have better operation procedures and resources management and achieve high ROI.” To achieve customer relationship excellence, APCSC has long been committing to develop the service standard and certification program, which help build the foundation and benchmarking of professional customer service in the Asia Pacific Region.

APCSC has invited representatives from many leading companies of different industries, e.g. Eptica from France, Hong Kong Disneyland Resort, The Hong Kong Electric Co., Ltd, Wharf T&T Limited, RS Components Ltd and Jebsen & Co. Ltd, have joined the City University CSQS Roundtable. Teachers and Students from division of social studies of City University also attended the roundtable. Mr. Alex Pages, International Sales Director, also represented Eptica to attend this high-profile Roundtable.

Facing the current economics and market, all of the companies agree with Mr. Chu that companies should use the Customer Service Quality Standard to improve the continuous development of the company and rebuild the market and consumers' confidence.

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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