



Asia Pacific Customer Service Consortium
9/F Sunson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

APCSC Presents DBS Bank (Taiwan) with the Best-in-Class Certification “Work towards becoming the Asian Bank of Choice for our clients”

Hong Kong, China – June 13, 2012 – The Asia Pacific Customer Service Consortium (APCSC) presents the **Best-in-Class Certification** during the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Leadership Summit to **DBS Bank (Taiwan) Ltd.** DBS Bank (Taiwan) Ltd has performed well in the **Best-in-Class CRM Contact Center Benchmarking Program**, which is organized by APCSC annually, and receives the **Best-in-Class Certification** in the area of **Integrated Financial Service Management**.

Mr. Jason Chu, Chairman of APCSC stated, “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 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. The Best-in-Class certificated companies have been recognized for their outstanding areas of CRM benchmarking successes. More importantly, they are eager to hear customer suggestions, receive improvement ideas and learn best practices to shape their future strategy and investment decisions. Congratulations to DBS Bank (Taiwan) for their customer commitment and new benchmarks set in Best-in-Class!”

Mr. Jerry Chen, General Manager of DBS Bank (Taiwan) Ltd said, “We are delighted to receive the certification of Best-in-Class CRM benchmarking program for Contact Center. As a bank that specializes in Asia, DBS Bank has deep insights of the region and understanding of our customers’ needs, which helps us to build lasting relationships with our clients. Since the call center was founded, it aims to offer clients with high quality and helpful financial services. This virtual bank provides the clients with a range of banking services, including products and service inquiries, data update and financial transactions, etc. With the implementation of our service standards – respectful, easy to deal with and dependable, it will help us to work towards becoming the Asian Bank of Choice for our clients.”

The **BIC Certification** is awarded on annual basis to participants of the **Best-in-Class 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 trend, best practices and set investment plans**. For full details of the Benchmarking Program, please visit <http://www.apcsc.com/bic/index.asp>.

About DBS Bank (Taiwan) Ltd

DBS is a leading financial services group in Asia, with over 200 branches across 15 markets. DBS first established a presence in Taiwan in 1983 and is committed to growing its franchise in Taiwan with a significant presence across business, clients, products and services. In 2008, DBS acquired the “good bank assets” of Bowa Bank, giving it significant inroads into Taiwan. The investment reinforces DBS’ Greater China strategy, and enhances the bank’s position as a leading provider of financial services in Asia and a pioneer in wealth management. DBS Bank (Taiwan) Ltd, a subsidiary of DBS Group, commenced business on January 1st 2012, underscoring our long term commitment to the Taiwan market. At the same time, DBS Bank (Taiwan) received one of the highest credit ratings amongst local financial institutions rated by both Fitch Rating and Taiwan Ratings. DBS Bank (Taiwan) will continue to build on its solid foundation, with localized and personalized services to capture the business opportunities together with our customers in this exciting new era.

About APCSC Best-in-Class CRM Benchmarking Program

APCSC’s 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 in which 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 trend. It is every company’s goal to become the Best-in-Class company and establish a strong corporate culture for market leadership.

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. Through the Customer Relationship Excellence Award, APCSC **promotes Customer Relationship Excellence as a core business value** in international cities across Asia Pacific and to recognize government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, Best-in-Class CRM Benchmarking Program, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Facebook: Asia Pacific Customer Service Consortium, Twitter: CRE Awards, LinkedIn: APCSC, MSN: enquiry@apcsc.com, QQ : 2303712688.