



FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium Announces Winners of the
2014 Customer Relationship Excellence Awards
~ The Most Important International Awards of its Kind ~**

Hong Kong, China – June 12th, 2015 – At the **2015 International CRE Awards Dinner Ceremony**, Asia Pacific Customer Service Consortium (APCSC) has announced the list of **Winners** for the **2014 Customer Relationship Excellence Awards (CRE Awards)**. They are selected through a comprehensive balanced score card of self-assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the Customer Service Quality Standard (CSQS), public webvoting and a final round of judging by a panel of customer relationship excellence experts. **The goal of the CRE Awards** is to promote service quality and Customer Relationship Excellence in international cities across regions and to recognize governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

Mr. Jason Chu, Chairman of APCSC said, “On behalf of APCSC and the international supporting organizations, I congratulate you all CRE Leaders in exploring and shaping the frontier of Customer Relationship Excellence (CRE) experience economy. The ‘**CRE experience economy**’ accentuates the customer centricity and journey of well integrated experiences from digital social and mobile O2O innovations to service experience centers. On the 13th International CRE Awards anniversary, we have witnessed the same industrial revolution repeating itself through the new normal of digital, social, mobile *CRE experience economy*. Your strong passion, uncompromising pursuit, entrepreneurship and teamwork are the CRE Leadership DNA’s to thrust and sustain your competitiveness in the *CRE experience economy*. The International CRE Awards program has successfully promoted the best practices of customer relationship excellence, propagated the customer centric innovations from different cultures, campaigned for digital social mobile O2O advancements cross regions, and further revolutionized the CRE experience economy, the future vision of CRE Leaders and CEO’s to effectively engage both our employees and the global mobile consumers now.”

Mr. Chu further emphasized, “CRE Leadership is a Journey of Transformation! Through each CRE Awards Journey, together, we anticipate both challenges and breakthroughs and celebrate our successes with greater motivation, genuine trust and fellowship. Together, we share and benchmark CRE best practices among the CRE Leadership and promote our CRE iconic brand through our collaboration of CRE & CSQS Roundtables and CXO Forums in international cities.” **Mr. Chu** concluded, “**CRE Leadership is a Journey of Transformation!** CRE Leaders are market pioneers who are motivated and aspired to contribute to CSR and strive to set new Customer Service Quality Standard for the *CRE experience economy*. APCSC has been very privileged to facilitate and expand this international platform with all of you for knowledge exchange, experience dialogue and benchmark among international CRE Leaders across industries. **CRE Leadership is a Journey of Transformation!** Tonight, we celebrate together in the *CRE experience economy* for our outstanding contributions, united efforts, and devotion towards customer centric innovation, and pursuit of excellence. On behalf of APCSC and the CRE Awards organizing committee, congratulations to all of you, champions of Customer Relationship Excellence Awards!”

Mr. Suen Kwok Lam, MH, JP, Executive Director of Henderson Land Development Co. Ltd. said, “It’s a distinct honor to receive the CRE Awards for 13 consecutive years and we are pleased to be awarded ‘Customer Engagement Program of the Year (Property Management)’ & ‘Best Clubhouse of the Year (Property Management)’ by the APCSC. ‘Henderson Land Group Property Management Department (Hang Yick and Well Born)’ had achieved numerous CRE Awards in Customer Services and other achievements over the years. These achievements have fully manifested our continuous commitment to strive for excellence in premium property management services. It not only served as a proof of customer’s recognition, but also a great encouragement to motivate us to attain even better performance. Henderson Land Group Property Management Department has been upholding its management philosophy – ‘Interactive Services for Quality Management’ and steps forward to make commitment to corporate social responsibility, customer relationship and social leadership.”

Mr. Philip N.L. Chen, Managing Director of Hang Lung Properties Limited said, “We are truly honored to be conferred with four CRE awards this year. These awards are a resounding vindication of Hang Lung Properties’ steadfast commitment to our motto of We Do It Right. At Hang Lung, we have made every effort to maintain our commitment to the highest quality standards in our services and products. Our colleagues are an indispensable part of making all this happen. To encourage our staff to Go the Extra Mile, the Company recently established the ‘Emerald Award’ with the objective of commending colleagues who have demonstrated an outstanding performance in service provision and motivating them to scale new heights of achievement. We will continue to devote our utmost efforts to fulfilling our profound commitment to surpass the expectations of our customers.”

Mr. Yuen Sui-see, Director of Operations of The Hongkong Electric Co., Ltd. said, “HK Electric is committed to delivering a safe, reliable, affordable and environmentally-friendly electricity supply and excellent customer services. We are honored to be selected as ‘Public Service of the Year (Public Utility)’ for seven consecutive years in the APCSC CRE Awards, on top of six other individual awards. The awards recognise our efforts in the pursuit of excellence in our customer services, while motivating us to make continuous improvements and introduce new service initiatives. We sincerely hope the quality of our service will bring more smiles to our satisfied customers.”

Ms. Dang Xiurong, General Manager of China Post Life Insurance Company Limited said, “China Post Insurance is honored to receive the Customer Relationship Excellence – Outstanding Achievement, Corporate Social Responsibility Leadership of the Year, Corporate Employer of the Year, and Best Use of Technology of the Year at the 2014 Customer Relationship Excellence Awards. Since established, China Post Insurance has the motto of ‘Regard customers as our relatives’. China Post Insurance is always willing to take social responsibilities by committing itself to serving the grass-root communities and serving the agriculture, countryside and peasants. China Post Insurance has been actively exploring the application of technology innovation to provide customers with high quality service. In the meantime, China Post Insurance emphasises the development of staff training, and guides employees to integrate personal dreams and positive energies into the development of the company. Winning these awards shows the public recognition of the accomplishments, effort and dedication of China Post Insurance. We would like to take this opportunity to give our greatest appreciation to APCSC, which provided such a professional platform for organizations to share their best-in-class practices, developments and aspirations. We will continue to devote our best efforts to offer excellent service and to fulfill our profound commitment to become a new efficient commercial insurance company featuring modern system, public service, standardized management, and high recognition from the government, regulatory departments and the public.”

Mr. Chee Yaw Chek, Managing Director of DHL Express Taiwan said, “We are delighted to continue our momentum of winning recognition from APCSC for six consecutive years. This year, we are especially pleased to be honored with a remarkable nine CRE Awards. This is a result of our service philosophy, ‘Insanely Customer Centric Culture (ICCC)’ executed ‘AS ONE’ across all employees of DHL Express Taiwan. Our focus on developing people through comprehensive talent development programs, increase employee empowerment and retaining talent has achieved our goal of creating Motivated People to deliver Great Customer Service to our Loyal Customers.”

Mr. David Lynch, Managing Director and Head of Technology & Operations, Hong Kong & Mainland China of DBS Bank (Hong Kong) Limited said, “What is exciting for our team is we all know how much more we can improve. The results are showing however. We have delivered a very exciting set of digital capabilities for our customers. The pipeline of further service improvements and technology innovations has us energised. It's enriching to work for a bank that invests in helping customers, not just revenue generation. Our ultimate aim is to make banking joyful.”

Mr. Gilbert Cheng, Head of Retail of The Hong Kong Jockey Club said, “We are honoured to receive the corporate award for 2014 - Customer Experience Center of the Year - for the second consecutive year. Winning the CRE Awards is a strong testament to our commitment to providing an innovative and outstanding customer journey for our customers. The winning branch, the Tin Shui Wai Off-course Betting Branch, incorporates various innovative elements, including one-stop digital devices and information display, interactive experiences, advanced audio-visual systems for live sports broadcasts, a cozy environment, and tailored services to meet the expectations of different customer groups. I would like to take this opportunity to thank APCSC for its support and recognition. We shall take this as encouragement to work even harder towards achieving total customer satisfaction.”

Ms. Anusha Thavarajah, Regional Business Development Director of AIA Bhd. said, “Everyone at AIA Bhd. is honoured and excited to have won the Best Use of Technology Award, Employee Engagement Program of the Year (Insurance) and Best Social Media Program of the Year 2014. These awards have validated the hard work and effort we’ve put in to improve the way we engage with our customers and our people since the integration of AIA’s businesses in Malaysia. We would like to thank Asia Pacific Customer Service Consortium (APCSC) for recognising and rewarding our efforts to transform the industry through the various initiatives we have put in place, and this achievement has reinforced our desire to continue to provide more meaningful, value-added services to our customers. We have benefited from the knowledge sharing facilitated by APCSC, which has provided us insights that will inspire future innovation.”

Mr. Steven Kwok, Chief Life and Health Operations Officer, Life and Health Operations of AXA China Region Insurance Company Limited said, “We are honored to receive the 3 awards, namely Customer Relationship Marketing Service of the Year (Insurance), Customer Experience Center of the Year (Insurance) and Customer Satisfaction Quality System of the Year (Insurance). We are now embarking on a new stage in the growth of AXA, built around customer-centricity and putting the customer at the heart of everything we do as a business. We see this as fundamental to earning the trust of our customers, and we will succeed by: - Understanding their needs - Offering easy and clear solutions - Being easy to deal with and We aspire to deliver a quality, consistent and straightforward customer experience for all customers at moments of truth that matter most. The first step in this direction for operations is to “fix the basics” – i.e. to make it easy for customers to resolve their issues and meet their expectations. The key is to making service easier by reducing the amount of work required of customers to get their issues resolved.”

Mr. Herbert Vongpusanachai, Senior Vice President & Managing Director of DHL Express Singapore said, “At DHL, we promote an ‘insanely’ customer centric culture where the customer is at the forefront of every activity, and everyone is responsible for service. The customer service function, with their expertise in this area, plays a key role in focusing the organization on our customers. Winning these three prestigious awards reaffirms our team’s commitment to providing an excellent customer experience and the importance we place on our employees as the core to our success. We will continue to use insights from customer surveys to keep our ‘insanely’ customer centric culture alive and meet customers’ growing expectations in this competitive global marketplace.”

Mr. Michael Fong, Head of Customer Experience and Customer Services, Asia - Fidelity Worldwide Investment said, “The Contact Center of the Year and Customer Satisfaction Quality System of the Year awards do not only reaffirm the service quality of our customer center, but also recognise our innovation and customer-centric approach. Anticipating clients’ needs is the key to world-class customer experience. We conduct regular customer surveys to understand our clients’ needs, and more importantly to implement actions and drive business decisions to enhance our customer experience. Fidelity is committed to providing forward thinking solutions to our customers.”

Mr. Hennie Heymans, Managing Director of DHL Express South Africa said, “We are extremely honoured to receive awards in four major 2015 Customer Relationship Excellence Awards categories as well as four individual category Merit certificates. This achievement is an acknowledgement of the organization’s strong focus on customer service and recognizes the hard work and commitment of DHL in driving business and service excellence in South Africa and around the world. The company is consistently able to unlock human capital potential, and marry these talents with innovative industry solutions which ultimately improve the level of customer service. We truly value external recognition and believe that it affirms our position as International Specialists in the logistics industry.”

Mr. Li Pan, Vice President & Overseas Market GM of Haier Electrical Appliances Corp. LTD, “We are honored to be recognized two very prestigious CRE Awards as ‘Best Customer Experience Management of the Year’ and ‘Global Support Services of the Year’ from APCSC. It is the recognition to Haier company philosophy as ‘Customer is always right’ and ‘Sincere forever’, it is also the recognition that China Intelligent Manufacturing companies are going aboard to meet demands of global customers. Haier has set up perfect service network for localization after more than ten years development in overseas market, and provided customer service support. Customer service is the beginning of repeat consumption, also the customer satisfaction & experience management processes. Differentiated service is the magic weapon leading to victories in the era of product homogeneity competition. We will provide excellent customer service to consolidate the leading position in Global white goods industry. We will continuously provide differentiated products & service to make customers well-content.”

Mr. Herve Le Hen, Chief Operating Officer of AXA Life Japan said, “I am extremely delighted that AXA Life Japan received two awards from the APCSC this year. Firstly, AXA is proud of receiving ‘Contact Center of the Year’ since this is proof of our relentless efforts and achievements in offering a superior customer experience, which is the heart of our business. Secondly, as the insurance business is a people business offering intangible products, I am also pleased to receive ‘People Development Program of the Year’. In the insurance business, we have to particularly rely on our employees and develop them further in order to provide customers with excellent service and advice. As mentioned above, the call center is critical areas that bond customers and the company tightly together to fulfill our mission as an insurer to protect our customers. AXA Life Japan therefore will continuously seek for offering better customer experience. Finally, I would like to express AXA’s gratitude to the APCSC for its continued contribution in promoting the concept of customer centricity in order to build a responsible and sustainable society.”

Mr. Ken Lee, Executive Vice President Commercial, Asia Pacific and Managing Director of Hong Kong and Macau of DHL Express said, “APCSC’s CRE Awards set a benchmark for the entire Asia Pacific region in terms of customer service provision. We are delighted to receive the Contact Centre of the Year (Logistics – Under 300 Seats) for the 5th consecutive year and the Global Support Services of the Year (Logistics) for the 4th consecutive year. DHL is committed to delivering reliable and quality services in every customer touch point. We will continue to promote Insanely Customer Centric Culture (ICCC) internally to maintain our market leading position as an International Specialist.”

Mr. Li Qing, Vice President of Marketing of China Telecom Global Ltd said, “China Telecom is honored to receive two Corporate CRE Awards, including ‘Global Support Service of the Year (Telecommunications)’, ‘Integrated Support Team of the Year (Telecommunications)’ and 10 individual awards from APCSC this year. It’s both an absolute delight and a distinct honor for CTG to receive the CRE Awards for 4 consecutive years. The outstanding achievement recognizes our dedicated effort in customer service. It also encourages us to continue our effort in offering the highest level of service quality in the competitive market. We would like to thank for all our Customer Service Staff for putting in their outstanding effort. Also, we thank APCSC for this great recognition to the team as it recognizes our commitment to further enhance our service standard to help our key customers succeed. We will continue to strive for excellence in serving our customers in order to become their ‘FIRST CHOICE’ partner.”

Mr. Naveed Irshad, President and CEO of Manulife Singapore said, “Customer centricity is of utmost importance to us at Manulife Singapore. We are committed to putting our customers at the heart of everything we do, from delivering innovative solutions that meet their needs to giving them an excellent experience in all their interactions with us. We are

honoured that our efforts have once again been recognised by the CRE Awards Committee in receiving the ‘Contact Centre of the Year – Insurance (under 20 seats)’ Award for the second consecutive year. While serving our customers with pride, Manulife is also a firm believer in giving back to society and we are delighted to be awarded ‘Corporate Social Responsibility Leadership of the Year – Insurance’ as well. As we celebrate 35 years of serving the people of Singapore this year, this strong affirmation from APCSC will inspire us to redouble our efforts and continue doing our best for our customers and community.”

Mr. Shao Yang, Director of Global Customer Service Center, China Telecom Shanghai Network Operation and Maintenance Center said, “China Telecom Shanghai Network Operation and Maintenance Center (Global Customer Service Center) is honored to receive the corporate CRE Awards, ‘Integrated Support Team of the Year (Telecommunications)’ and four individual awards from APCSC in our first participation. As one of the world’s leading integrated information service provider, we always adhere to our motto - “Customer First, Service Foremost”. To cope with the fierce competition in telecommunication market and to satisfy customer’s global communication needs, we will continue to excel in our customer services in order to fulfil and exceed our customers’ expectations & to win the loyalty from customers. We are very glad that our efforts on building a quality, professional team has been paid off and our journey to continuous improvement on service excellence will be ongoing to further strengthen customers’ mindshare. Going forward, GCSC will seek continuous improvements in our service by applying the innovative and proactive services so as to improve the customer experiences.”

Ms. Jaiporn Srisakul, Managing Director of Advanced Contact Center Co., Ltd. said, “Clearly everyone at Advanced Contact Center (ACC) Thailand is thrilled to be awarded this important accolade which recognizes the hard work and dedication from our staff in delivering the best in Social Media Program of The Year. Working toward this award has been a challenging but very rewarding experience for ACC. We have learned a lot by working with Asia Pacific Customer Service Consortium and especially the CEO, Mr. Jason Chu. We have shared so much useful information and indispensable experiences together. This has allowed us to identify best practice and also helped us understand what we need to do to further develop our customer experience. At the center of this award has been genuine friendship between participants and organizers and a mutual willingness to support and share customer service excellence and best practice with each other.”

Mr. Arthur Zhang, Consumer Service Delivery General Manager of Lenovo Services said, “Lenovo Service has won the ‘Customer Relationship Excellence Awards’ for two consecutive years. Here, we would like to express our appreciation to our customers and to Asia Pacific Customer Service Consortium for this encouragement and affirmation of the all time high quality services provided by Lenovo Service. Last year, Lenovo launched two new internet service products, Lenovo Service Review and Youth Craftsmen, for the purpose of letting customers to experience the internet style service further. This year, we will continue to carry forward our innovative spirit, deepen the internet service and fulfill our mission, in order to achieve an overall goal of providing our customers with a more professional, and more convenient service experience.”

Mr. Cliff Lai, President of Taiwan Star Telecom Co., Ltd. Said, “Taiwan Star Telecom is honored to be awarded as the “Best Use of Technology of the Year” and “Customer Satisfaction Quality System of the Year” from APCSC. These awards are a true recognition of Taiwan Star’s relentless effort to bring “Excellent and Professional Service” to our customers through innovative and intuitive system. As a telecom operator, we believe mobile technologies enrich people’s life anytime, anywhere, and our mission is to contribute in creating a better tomorrow than today. We are constantly focusing on offering the highest C/P value communication products and services to the market, and we are committed to provide the best customer experience with fast and quality responses throughout each engagement.”

Mr. Stanley Kan, Director of Service Delivery of Hong Kong Airlines said, “2014 marks the third consecutive year for Hong Kong Airlines to receive the Customer Relationship Excellence Awards. We are very proud that our cabin crew relations support team was awarded the ‘Integrated Support Team of the Year’, and one of our frontline staff received the ‘Customer Service Team Leader of the Year’ Award. Upholding the people-oriented principle, Hong Kong Airlines is committed to providing attentive and friendly service to our customers, meanwhile attaching great importance to team building for strengthening team spirit and enhancing our service quality. The awards are great encouragement and recognition for our commitment to delivering quality service. Going forward, we will continue to strive to provide excellent service to our passengers.”

Mr. Layton Lok, Chief Operating Officer of China Enterprise ICT Solutions Limited (CEC) said, “We are much honored that a member of our staff and our team has won ‘Customer Service Team Leader of the Year (Contact Center)’ and ‘Integrated Support Team of the Year (Network Communications)’ this year in the CRE Awards. As a leading ICT service provider, CEC is renowned for high standard professional service in the industry and always strives to offer a comprehensive range of innovative solutions to customers through advanced technologies, internationally recognized processes and well-established network infrastructure. Winning the team award this year has further manifested our mission of ‘Service Excellence’ is deeply instilled into every staff. Moving forward, we will continue to devote our best efforts in providing high quality and extensive services to customers to exceed their expectations, and to excel as a role model of service excellence in ICT industry in China.”

Mr. Fang Zhinan, General Manager of AIA Company Limited Shanghai Branch said, “Very honored to receive the prize for the Asia Pacific Customer Service Consortium awarded ‘Customer Service Center of the Year (Insurance)’. Hereby, on behalf of the staffs from AIA Shanghai Branch, we thank you for the honor the organizing committee gives us, and also take this opportunity to thank our 80 million customers always trust and support of our company. We have been working to build "driven by service" enterprise culture, promote the service innovation, improve service ability, and provide more convenient service to our customers, agents and colleagues in order to create the value they really need!”

Mr. Tom Mehrmann, Chief Executive of Ocean Park Corporation said, “We are honoured to be chosen as the Corporate Employer of the Year, we believe that employees are the key of our success at Ocean Park! Ocean Park is a leading world-class theme park, which means attracting, hiring and retaining high quality employees are just as important as providing excellent rides, shows and attractions to our customers. Therefore, Ocean Park places great emphasis to our Employee Value Proposition (EVP) for attracting potential job seekers, as well as engagement and retention initiatives for existing staff members. We strongly believe, only by cultivating a sense of belonging amongst our staff and ensuring that they are genuinely engaged, with sincerity and a happy heart, they are then able to provide the best services to our guests.”

Mr. Sunny Law, General Manager of Touchtech International Company Ltd. said, “We are delighted that Touchtech International Co. Ltd. was awarded for the ‘International CRE Awards – Contact Center of the Year (Outsourcing – Above 1000 Seats)’, which is a recognition of our continuous effort in customer satisfaction enhancement and being a pioneer in the Telemarketing aspect. TouchTech has been focusing in adding values to the marketing service value chain between consumers and corporations, which led us to become a professional customer relationship management service provider! With the world class talents and advanced platform, we are committed to providing customers with highly efficient, flexible and cost-effective services. Our professional team, consists of various capabilities, help our customers to response to the market rapidly and achieve good business outcomes. The growth of Touchtech is a result of all our customers’ success! We are committed to do every job with heart and are confident to take any challenge.”

Mr. Mao Hongbo, Chairman of Jiangsu Chengzhong Garden Co., Ltd said, “We have won the CSQS certification with the recognition of our work from APCSC. Through the CSQS accreditation process, we have learned the international standard of customer service. The standard enables our company to obtain a clear goal and sound methodology to refine our management system, to mobilize the initiative and enthusiasm of the staff, to improve customer services and relationship, to increase customer satisfaction, loyalty, and other corporate management works. The CSQS certification is also an encouragement to the future work of the company. We will diligently implement the CSQS standard and better integrate it with our corporate culture, so that CSQS becomes an indispensable integral part of Chengzhong Garden's DNA.”

Mr. Derek Yung, CEO of Prudential Hong Kong Limited said, “On behalf of Prudential, I offer my sincere congratulations to our customer service executives Andy Lei Chi Fai, Sammy Chow Pui Kwan and Terry Sham Chun Lung on winning these important awards. At Prudential, we place the highest priority on sustaining a culture of service excellence. For more than 50 years in Hong Kong, customers have entrusted their most valuable financial, retirement and health matters to our company, and we aim to respond to this trust with the highest levels of integrity, loyalty and service. The work of Andy, Sammy and Terry in achieving these Customer Relationship Excellence awards sets a great example to financial services executives across Asia, and I thank them for their perseverance, dedication and achievement. I would also like to thank the Asia Pacific Customer Service Consortium for its tireless efforts in raising the benchmarks of professional customer service in the region and in allowing us this opportunity to demonstrate our leadership in service excellence.”

Ms. Christine Zee, General Manager of Customer Services & Support of CITIC Telecom CPC said, “It’s a distinct honor for CITIC Telecom CPC to receive the CRE Awards for eight consecutive years. This year, we are very proud that two members of our family have won the ‘Customer Service Manager of the Year (Contact Center)’ and ‘Customer Service Professional of the Year (Technical Center)’ awards. These awards recognize the accomplishments and effort of our staff at all levels in pursuing of excellent customer experience at every touch point. We are very pleased to have such a dedicated team of service professionals in supporting the company’s innovative products and services all the time. Moving forward, we will keep on mobilizing every staff of the company to enhance the service platform, to enrich the solution offerings as well as to deliver the excellent and dedicated services in every aspect.”

Mr. Raymond Leung, Deputy General Manager of Carboy of Watsons Water said, “As one of the leading companies of the bottled water industry in Hong Kong, Watsons Water is honored to be awarded the ‘Customer Service Team Leader of the Year (Contact Center)’ and 2 awards of the ‘Customer Service Professional of the Year (Contact Center)’ in our first participation of the CRE Awards organised by the APCSC, a benchmark for quality customer service in the Asia Pacific region. ‘We Care’ has long been our customer care mission, and we have been pursuing it by providing quality products and excellent customer services over the past 110 years since our establishment. The awards are definitely a strong recognition of our service and provide us with motivation to continuously deliver excellent service in the coming future.”

Ms. Loke Kheng Tham, EVP (Pay TV), PCCW Media Group said, “PCCW Media Group is honored to be awarded 4 prizes (2 winners and 2 merits) under the Individual Categories of ‘Customer Service Team Leader of the Year’ and ‘Customer Service Professional of the Year (Contact Center)’ by the Asia Pacific Customer Service Consortium (APCSC) at the 2015 CRE Awards (Entertainment). As Hong Kong’s leading pay TV provider, we strive to provide the highest

quality entertainment experience to all our customers. These awards are a testament of our team's commitment to this goal. I would like to take this opportunity to congratulate our winners and thank them for their exemplary service. Moving forward, PCCW is committed to continually uplifting our professional service standards and to deliver on our motto 'To be the Best'."

Mr. Eddie Leung, General Manager, Corporate Communications and Marketing Division of Dah Chong Hong Holdings Limited said, "Enterprises must provide good service persistently to build loyal customer base and to achieve continuous business growth. DCH Holdings Limited is one of the largest vehicle distributors in Hong Kong and its leading position is attributable to the quality service culture within the enterprise. We are honored that DCH Contact Centre has won the 'Customer Relationship Excellence Award' for their outstanding performance in customer services. We will keep our effort to promote the quality service culture within DCH and to ensure that every customer can enjoy the best customer service experience."

Ms. Mandy Chan, General Manager of Hong Kong Aviation Ground Services Limited (HAGSL) said, "It is our great honor to receive Customer Relationship Excellence Award 2014 while three of our frontline staff received "Customer Service Team Leader of the Year" Award. These awards are undoubtedly an encouragement to our tireless efforts in 2014, especially when HAGSL was newly established in the same year. Our servicing team would strengthen professional service standard for reaching service approach of HAGSL – Energetic, Flexible & Reliable, so as to enhance servicing level in order to offer extra assistance with sincere to passengers under various aspects and circumstances."

Mr. Wallace Ng, Co-CEO of Network Business of DYXnet said, "Over the past few years, DYXnet has been investing several million Hong Kong dollars in enhancing our Customer Service Centre (CSC). The improvements in facilities and our service standards made timely response possible. By upholding the ultimate goal to upgrade the service level of our Multiprotocol Label Switching Virtual Private Network (MPLS VPN), our team strived to optimize our customer handling capability by taking care of our customers' needs and requests in detail. We are honored to have Samuel Chan, our key member of the CSC team, recognized as the winner of CRM Manager of the Year 2014 (Network Communications) by the APCSC. We believe the CRE Award would be a great encouragement and recognition to him and to the whole team. We will keep on the motive in the future by continuing our service with the highest standards so as to create more value for our enterprise clients."

Mr. Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTB) said, "I am pleased that one of our staff members was named Customer Service Team Leader of the Year (Service Centre) in the 2014 Customer Relationship Excellence Awards. In 2014, our visitor centres served over 1.8 million visitors, a 10% increase over the previous year. Through our visitor centres, our hotline and email, our service staff members assist visitors from around the world and play an important role in upholding Hong Kong's image as a hospitable city. I am proud that they are self-motivated in offering visitors thoughtful service. The HKTB also provides them with on-the-job training to enhance their skills. Meanwhile, the HKTB is striving to widen our range of services. Last year, for example, we started the 'Meet-the-Pals' programme to help visitors gain a deeper understanding of Hong Kong culture. We will certainly continue to enhance our services to ensure visitors take home good memories of our city."

The 2014 CRE Awards winners for different categories are:

Corporate Categories

Corporate Social Responsibility Leadership of the Year 2014 (Property Management)

HANG LUNG PROPERTIES LIMITED

Corporate Social Responsibility Leadership of the Year 2014 (Insurance)

MANULIFE (SINGAPORE) PTE. LTD.

Corporate Employer of the Year 2014 (Entertainment)

OCEAN PARK CORPORATION

Customer Engagement Program of the Year 2014 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

Employee Engagement Program of the Year 2014 (Logistics)

DHL EXPRESS (SINGAPORE) PTE LTD.

Employee Engagement Program of the Year 2014 (Property Management)

HANG LUNG PROPERTIES LIMITED

Employee Engagement Program of the Year 2014 (Banking)

DBS BANK (HONG KONG) LIMITED

Employee Engagement Program of the Year 2014 (Insurance)

AIA BHD.

Public Service of the Year 2014 (Public Utility)

THE HONGKONG ELECTRIC CO., LTD.

Global Support Services of the Year 2014 (Telecommunications)

CHINA TELECOM GLOBAL LIMITED

Global Support Services of the Year 2014 (Logistics)

DHL EXPRESS (HONG KONG) LIMITED

Global Support Services of the Year 2014 (Consumer Electronics)

HAIER ELECTRICAL APPLIANCES CORP. LTD

Best Customer Experience Management of the Year 2014 (Logistics)
DHL EXPRESS (TAIWAN) CORP.

Best Customer Experience Management of the Year 2014 (Consumer Electronics)
HAIER ELECTRICAL APPLIANCES CORP. LTD

Customer Experience Center of the Year 2014 (Insurance)
AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Experience Center of the Year 2014 (Entertainment)
THE HONG KONG JOCKEY CLUB

Contact Center of the Year 2014 (IT – Above 1000 Seats)
LENOVO SERVICES

Contact Center of the Year 2014 (Outsourcing – Above 1000 Seats)
TOUCHTECH INTERNATIONAL COMPANY LTD.

Contact Center of the Year 2014 (Logistics – Under 1000 Seats)
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Contact Center of the Year 2014 (Insurance – Under 500 Seats)
AXA LIFE INSURANCE CO., LTD

Contact Center of the Year 2014 (Logistics – Under 300 Seats)
DHL EXPRESS (HONG KONG) LIMITED

Contact Center of the Year 2014 (Logistics – Under 150 Seats)
DHL EXPRESS (TAIWAN) CORP.

Contact Center of the Year 2014 (Logistics – Under 100 Seats)
DHL EXPRESS (SINGAPORE) PTE LTD.

Contact Center of the Year 2014 (Logistics – Under 50 Seats)
DHL EXPRESS SOUTH AFRICA

Contact Center of the Year 2014 (Investment – Under 50 Seats)
FIDELITY WORLDWIDE INVESTMENT

Contact Center of the Year 2014 (Insurance – Under 20 Seats)
MANULIFE (SINGAPORE) PTE. LTD.

Customer Service Center of the Year 2014 (Insurance)
AIA COMPANY LIMITED SHANGHAI BRANCH

Customer Relationship Marketing Service of the Year 2014 (Insurance)
AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Satisfaction Quality System of the Year 2014 (Logistics – North Asia)
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Customer Satisfaction Quality System of the Year 2014 (Logistics – South Asia)
DHL EXPRESS (SINGAPORE) PTE LTD.

Customer Satisfaction Quality System of the Year 2014 (Investment)
FIDELITY WORLDWIDE INVESTMENT

Customer Satisfaction Quality System of the Year 2014 (Telecommunications)
TAIWAN STAR TELECOM CORPORATION LIMITED

Customer Satisfaction Quality System of the Year 2014 (Insurance)
AXA CHINA REGION INSURANCE COMPANY LIMITED

Best Social Media Program of the Year 2014
ADVANCED CONTACT CENTER CO., LTD.

Best Social Media Program of the Year 2014 (Insurance)
AIA BHD.

Online Customer Service of the Year 2014 (IT)
LENOVO SERVICES

Best Use of Technology of the Year 2014
AIA BHD.

Best Use of Technology of the Year 2014 (Banking)
DBS BANK (HONG KONG) LIMITED

Best Use of Technology of the Year 2014 (Telecommunications)
TAIWAN STAR TELECOM CORPORATION LIMITED

Best Use of Knowledge Management of the Year 2014 (Banking)
DBS BANK (HONG KONG) LIMITED

Best Use of Knowledge Management of the Year 2014 (Property Management)
HANG LUNG PROPERTIES LIMITED

Best Use of Knowledge Management of the Year 2014 (Logistics)
DHL EXPRESS SOUTH AFRICA

Innovative Technology of the Year 2014 (Logistics)
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Integrated Support Team of the Year 2014 (Telecommunications)
CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Integrated Support Team of the Year 2014 (Airlines)
HONG KONG AIRLINES

Integrated Support Team of the Year 2014 (Network Communications)
CHINA ENTERPRISE ICT SOLUTIONS LIMITED

Best Clubhouse of the Year 2014 (Property Management)
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

People Development Program of the Year 2014 (Insurance)
AXA LIFE INSURANCE CO., LTD

People Development Program of the Year 2014 (Banking)
DBS BANK (HONG KONG) LIMITED

People Development Program of the Year 2014 (Property Management)
HANG LUNG PROPERTIES LIMITED

Customer Relationship Excellence - Outstanding Achievement China
CHINA POST LIFE INSURANCE COMPANY LIMITED

People Development Program of the Year 2014 China
DHL EXPRESS (TAIWAN) CORP.

Corporate Social Responsibility Leadership of the Year 2014 China
CHINA POST LIFE INSURANCE COMPANY LIMITED

Corporate Employer of the Year 2014 China
CHINA POST LIFE INSURANCE COMPANY LIMITED

Customer Service Center of the Year 2014 China
JIANGSU CHENGZHONG GARDEN CO., LTD

Best Use of Technology of the Year 2014 China
CHINA POST LIFE INSURANCE COMPANY LIMITED

Individual Categories

CRM Director of the Year 2014
HENNIE HEYMANS, DHL EXPRESS SOUTH AFRICA

CRM Manager of the Year 2014
VIVIAN CHU JUI HSUAN, DHL EXPRESS (TAIWAN) CORP.

CRM Manager of the Year 2014 (Network Communications)
SAMUEL CHEN ZHI CHENG, DYXNET

Customer Service Manager of the Year 2014 (Banking Service – Contact Center)
WINNIE HO KUEN SHUN, DBS BANK (HONG KONG) LIMITED

Customer Service Manager of the Year 2014 (Investment – Contact Center)
MONICA CHAN SO HAN, FIDELITY WORLDWIDE INVESTMENT

Customer Service Manager of the Year 2014 (Logistics – Contact Center)
CLARA YANG MEI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Customer Service Manager of the Year 2014 (Public Utilities – Contact Center)
CARMEN LAM KA MAN, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Manager of the Year 2014 (Network Communications – Contact Center)
TIMMY WU MING LUNG, CITIC TELECOM INTERNATIONAL CPC LIMITED

Customer Service Manager of the Year 2014 China (Contact Center)
LEE CHIA LIN, DHL EXPRESS (TAIWAN) CORP.

Customer Service Manager of the Year 2014 (Insurance – Service Center)
SAMMY CHOW PUI KWAN, PRUDENTIAL HONG KONG LIMITED

Customer Service Manager of the Year 2014 (Network Communications – Technical Center)
SU YI RAN, CHINA TELECOM GLOBAL LIMITED

Customer Service Manager of the Year 2014 (Insurance – Technical Center)
BOBO PO WING HA, AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Service Team Leader of the Year 2014 (Logistics – Contact Center)
ROSE CHANG CHIA YU, DHL EXPRESS (TAIWAN) CORP.

Customer Service Team Leader of the Year 2014 (Network Communications – Contact Center)
WILLIAM CHEN WEI PING, CHINA ENTERPRISE ICT SOLUTIONS LIMITED

Customer Service Team Leader of the Year 2014 (Motor Service – Contact Center)
YUEN CHI PAN, DAH CHONG HONG HOLDINGS LIMITED

Customer Service Team Leader of the Year 2014 (Entertainment – Contact Center)
VISA SHANG WAI SHAN, PCCW MEDIA LIMITED

Customer Service Team Leader of the Year 2014 (Banking Service – Contact Center)
SAM LEUNG LAI MING, DBS BANK (HONG KONG) LIMITED

Customer Service Team Leader of the Year 2014 (Retail Service – Contact Center)
CALVIN YIM KAI FUNG, WATSONS WATER

Customer Service Team Leader of the Year 2014 China (Contact Center)
DU CHIA WEN, DHL EXPRESS (TAIWAN) CORP.

Customer Service Team Leader of the Year 2014 (VIP Lounge – Service Center)
CRYSTAL CHAN CHING TO, HONG KONG AVIATION GROUND SERVICES LIMITED

Customer Service Team Leader of the Year 2014 (Airport Ground Service – Service Center)
KARIE TAM KA WAI, HONG KONG AVIATION GROUND SERVICES LIMITED

Customer Service Team Leader of the Year 2014 (Airlines – Service Center)
JOEY FUNG KA YEE, HONG KONG AIRLINES

Customer Service Team Leader of the Year 2014 (Tourism – Service Center)
SUE MAN CHAU LING, HONG KONG TOURISM BOARD

Customer Service Team Leader of the Year 2014 (Insurance – Service Center)
SYLVIA CHENG WAI SZE, AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Service Team Leader of the Year 2014 (Logistics – Service Center)
ALEX LI DI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Customer Service Team Leader of the Year 2014 (Network Communications – Technical Center)
HENRY WANG QI, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Customer Service Team Leader of the Year 2014 (Insurance – Technical Center)
ERIC CHENG CHI HOO, AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Service Professional of the Year 2014 (Retail Service – Contact Center)
ANNA CHONG MEI NA, WATSONS WATER

Customer Service Professional of the Year 2014 (Entertainment – Contact Center)
KERRY YUNG KA WAI, PCCW MEDIA LIMITED

Customer Service Professional of the Year 2014 (Network Communications – Contact Center)
FANG XIAO ZHEN, CHINA TELECOM GLOBAL LIMITED

Customer Service Professional of the Year 2014 (Logistics – Contact Center)
FEZILE MASINGA, DHL EXPRESS SOUTH AFRICA

Customer Service Professional of the Year 2014 (Banking Service – Contact Center)
JOYCE HUNG NIM YING, DBS BANK (HONG KONG) LIMITED

Customer Service Professional of the Year 2014 (Insurance – Contact Center)
CHAN MEW WAH, MANULIFE (SINGAPORE) PTE. LTD.

Customer Service Professional of the Year 2014 (Public Utilities – Contact Center)
KLEAN CHENG SING WAI, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Professional of the Year 2014 (Motor Service – Contact Center)
CYRUS LEE KA HO, DAH CHONG HONG HOLDINGS LIMITED

Customer Service Professional of the Year 2014 China (Contact Center)
CHEN TZU LIN, DHL EXPRESS (TAIWAN) CORP.

Customer Service Professional of the Year 2014 (Logistics – Service Center)
MENG HUI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Customer Service Professional of the Year 2014 (Insurance – Service Center)
JOYCE LAW LAI SHAN, AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Service Professional of the Year 2014 (Insurance – Technical Center)
HONKER YIP HON KEE, AXA CHINA REGION INSURANCE COMPANY LIMITED

Customer Service Professional of the Year 2014 (Network Communications – Technical Center)
JASON LU QIAN HAO, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Merit - Customer Service Manager of the Year 2014 (Contact Center)
ANDY LEE, FIDELITY WORLDWIDE INVESTMENT

Merit - Customer Service Manager of the Year 2014 (Contact Center)
MARK LUI CHUN YU, CHINA TELECOM GLOBAL LIMITED

Merit - Customer Service Manager of the Year 2014 (Contact Center)
CARMEN DOYLE, DHL EXPRESS SOUTH AFRICA

Merit - Customer Service Manager of the Year 2014 (Service Center)
ALBERT WONG YAT PANG, AXA CHINA REGION INSURANCE COMPANY LIMITED

Merit - Customer Service Manager of the Year 2014 (Technical Center)
TERENCE CHENG WING KIN, CHINA TELECOM GLOBAL LIMITED

Merit - Customer Service Manager of the Year 2014 (Technical Center)
NELSON SO CHUN HIM, CHINA TELECOM GLOBAL LIMITED

Merit - Customer Service Team Leader of the Year 2014 (Contact Center)
RICKY CHU WAI LUN, PCCW MEDIA LIMITED

Merit - Customer Service Team Leader of the Year 2014 (Contact Center)
JERRY WANG JIE RUI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Merit - Customer Service Team Leader of the Year 2014 (Contact Center)
LUNGILE MORETLO, DHL EXPRESS SOUTH AFRICA

Merit - Customer Service Team Leader of the Year 2014 (Contact Center)
NITESH SINGH, DHL EXPRESS SOUTH AFRICA

Merit - Customer Service Team Leader of the Year 2014 (Service Center)
GENE LEE KAI CHUNG, HONG KONG AIRLINES

Merit - Customer Service Team Leader of the Year 2014 (Service Center)
WILSON LEUNG KA SHING, HONG KONG AIRLINES

Merit - Customer Service Team Leader of the Year 2014 (Service Center)
CARMEN MA KA MAN, HONG KONG AVIATION GROUND SERVICES LIMITED

Merit - Customer Service Team Leader of the Year 2014 (Service Center)
DICK CHAN KWAN WING, AXA CHINA REGION INSURANCE COMPANY LIMITED

Merit - Customer Service Team Leader of the Year 2014 (Technical Center)
IAN CHEN YAN ZHONG, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Merit - Customer Service Professional of the Year 2014 (Contact Center)
JENNY YIP MAY YU, WATSONS WATER

Merit - Customer Service Professional of the Year 2014 (Contact Center)
WILLIAM TANG LUT MAN, PCCW MEDIA LIMITED

Merit - Customer Service Professional of the Year 2014 (Contact Center)
WINNIE WU WAN SI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

Merit - Customer Service Professional of the Year 2014 (Contact Center)
NCEDO TSHAISA, DHL EXPRESS SOUTH AFRICA

Merit - Customer Service Professional of the Year 2014 (Contact Center)
PENG YAN TING, CHINA TELECOM GLOBAL LIMITED

Merit - Customer Service Professional of the Year 2014 (Contact Center)
ANDY LEI CHI FAI, PRUDENTIAL HONG KONG LIMITED

Merit - Customer Service Professional of the Year 2014 (Contact Center)
TERRY SHAM CHUN LUNG, PRUDENTIAL HONG KONG LIMITED

Merit - Customer Service Professional of the Year 2014 (Contact Center)
LER HUI LI, MANULIFE (SINGAPORE) PTE. LTD.

Merit - Customer Service Professional of the Year 2014 (Contact Center)

MARCO NG HUNG SUN, DBS BANK (HONG KONG) LIMITED
Merit - Customer Service Professional of the Year 2014 (Contact Center)
 CHRISTY KEUNG PEI CHONG, THE HONGKONG ELECTRIC CO., LTD.
Merit - Customer Service Professional of the Year 2014 (Contact Center)
 FLORENCE LO KA YI, THE HONGKONG ELECTRIC CO., LTD.
Merit - Customer Service Professional of the Year 2014 (Contact Center)
 LINVIA WONG KIN, THE HONGKONG ELECTRIC CO., LTD.
Merit - Customer Service Professional of the Year 2014 (Contact Center)
 PATRICK TONG KA PONG, THE HONGKONG ELECTRIC CO., LTD.
Merit - Customer Service Professional of the Year 2014 (Service Center)
 FIONA LIANG JIE FEI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
Merit - Customer Service Professional of the Year 2014 (Service Center)
 JULIEN CHEN HSIAO HSIN, DHL EXPRESS (TAIWAN) CORP.
Merit - Customer Service Professional of the Year 2014 (Service Center)
 DAPHNE CHEE CHENG MUN, MANULIFE (SINGAPORE) PTE. LTD.
Merit - Customer Service Professional of the Year 2014 (Service Center)
 SINDY MAK CHEUK TING, AXA CHINA REGION INSURANCE COMPANY LIMITED
Merit - Customer Service Professional of the Year 2014 (Service Center)
 YETI CHAN TSZ YAN, AXA CHINA REGION INSURANCE COMPANY LIMITED
Merit - Customer Service Professional of the Year 2014 (Service Center)
 ASHLEY LO SHUK MING, AXA CHINA REGION INSURANCE COMPANY LIMITED
Merit - Customer Service Professional of the Year 2014 (Technical Center)
 ERIC CHEUNG YUK MAN, CITIC TELECOM INTERNATIONAL CPC LIMITED
Merit - Customer Service Professional of the Year 2014 (Technical Center)
 MICHELLE YANG WEN JING, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Past CRE Awards winners, market leaders are invited to speak at the **APCSC International CRE & CSQS Leadership Summit with CEO Luncheon and CXO Forums** on June 11-12, 2015. The Leadership Summit is an International Conference for leading companies to exhibit and showcase CRE, CEM, CSQS, Innovation, KM and CRM best practices, business cases keynote by industry authorities and CXO's from the Customer Relationship Excellence Leadership Community.

International CRE Awards Organizer:

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 Regions and to recognize and reward governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

Customer Service Quality Standard (CSQS)

The CSQS is the CRE Awards Standard. It 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. It is the highest certification awarded to customer centric organizations, business units and centers that excel in customer relationship excellence. 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 and provide more specific guidelines with higher requirements to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric business unit.*

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 For Press interviews, **APCSC CRE & CSQS Leadership Summit, CRE Awards promotion and sponsorship, International Customer Relationship Excellence & Innovation Expo**, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC\_CRE.