



FOR IMMEDIATE RELEASE

Asia Pacific Customer Service Consortium Announces Winners of the 2008 Customer Relationship Excellence Award ~ The Most Important Asia Pacific Award of its Kind ~

Hong Kong, China – June 26th, 2009 – At the **2009 Asia Pacific CRE Awards Dinner Ceremony**, **Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the **2008 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 Asia Pacific and to recognize 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, “In the heart of the financial crisis, many businesses and consumers have lost their confidence and directions for the future. Greater uncertainties appear and defy traditional wisdom, financial rules and forecasts. Leadership, integrity and character on the top across public, financial, government, and businesses world wide are put under more rigorous scrutiny, challenged by voices of their consumers and citizens, and revolted by the very fundamental rule of risk management since the beginning of the global crisis.

Customer Relationship Excellence Leadership embraces customers to create win-win-win for the organization, employees and customers. The CRE Leaders are ready to accept new challenges and anticipate crisis to turn them into opportunities and reinvent competitive advantages because they have developed the discipline to always take customer complaint as a gift to improve their products and services and further more, as an opportunity to strengthen customer loyalty.

Mr. Chu further expressed, “Underlying the CRE Leadership is a strong management determination and solid foundation of customer service quality standard (CSQS) that ensure an alignment of customer-first corporate vision, mission, value and customer service pledges for effective execution and pursuit of Customer Relationship Excellence, creating a CRE culture and standardization for the daily operation and business decisions. Clear vertical and horizontal communications internal and external are centralized and disseminated through a robust and up-to-date customer service knowledge management (CSKM) multimedia communication portal.”

Mr. Chu concluded, “Tonight, you are the CRE Leaders who represent the CRE Leadership Community and set the standards for your respective industry. When most businesses are still finding directions out of the global financial crisis, you are being recognized with your outstanding team work, service innovation, and pursuit of excellence. It is especially encouraging that you remained focused and determined to take part in the CRE Awards assessment and benchmarking to better yourselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of you Customer Relationship Excellence Awards winners!”

Mr. Stephen Ho, Chief Executive Officer of CPCNet said, “We are honored to receive 2 CRE Awards, ‘People Development Program of the Year (Internet Service Provider)’ and ‘Integrated Support Team of the Year (Internet Service Provider)’, from APCSC this year. These achievements are definitely a strong recognition of our continual pursuit in offering the highest level of service quality. To deliver the best-in-class services to our customers, special emphasis has been put on our customers’ total experience on our products and services. A set of metrics has been developed to evaluate the whole service process and improve our service level, including efficient order processing, reliable product performances, as well as prompt customer services support. We are proud that our strategies are recognized. Looking ahead, as a leading communications and security solution partner, we will continue our effort to Strive for Service Excellence.”

Mr. Xiao Zhi Yong, Director of Customer Services Center of China Unionpay said, “It’s a great honor for us to achieve Customer Relationship Excellence under Contact Center, People Development Program and Best Use of Knowledge Management of the Year in bank card industry. Adhering to the objective ‘Most considerate, best quality. Surpass expectation. Strive to be a first-class domestic bankcard customer contact center’, we have endeavored to grow to be a vital paradigm of excellent Unionpay service and image, as well as an important marketing channel to promote our brand popularity. Meanwhile, stick to the ‘people-oriented’ management model, we provide satisfactory service to our customers with satisfied staff, helping our staff to obtain improvement and realize their value in the work.”

Mr. Sunny Yeung, Executive Director of Sino Group said, “Sino Property Services is most encouraged by the receipt of the prestigious CRE awards this year (People Development Program of the Year and Field Support Team of the Year – Island Resort). It is a testimony of our continuous commitment to consistently exceeding our customers’ expectations. We attribute our ability to winning our customers’ support to our team’s determination in constantly improving our hardwares, softwares and peoplewares throughout the areas of estates management, security, parking, cleaning, maintenance and premium lifestyle services. The synergy is underpinned by our Company’s core value, which comprise integrity, customer first, teamwork, continuous improvement, preparedness and sense of urgency.”

Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group said, “Henderson Land Group Property Management Department – Well Born Real Estate Management and Hang Yick Properties Management are honored to be awarded Innovative Technology of the Year and Best Use of Knowledge Management of the Year presented by the Asia Pacific Customer Service Consortium. The achievement has fully manifested our continuous commitment to strive for excellence in premium customer services standard. It is a solid proof of customer’s recognition to our sophisticated and professional property management services. The award has driven us to pursue quality services and higher standard.”

Mr. Duncan Wong, Director and General Manager of WTTO said, “Since the establishment in 2007, Wharf T&T Outsourcing Services Limited is keen to develop long term relationship with customers and sees them as our close business partners, at all level. It is very encouraging that we receive 3 awards, namely Outsourcing Team of the Year, High Speed Customer Service of the Year, and Customer Service Manager of the Year (Call Centre) from APCSC this year as it proves that our endeavour and expertise in our BPO services are well received. Nevertheless, our commitment to service excellence is a never ending pursuit.”

Mr. S.S. Yuen, Director of Operations of The Hongkong Electric Co., Ltd. said, “We are most delighted to be named the ‘Public Service of the Year’ and to receive the five Awards under the individual categories of the 2008 CRE Awards scheme. These awards are encouraging recognitions of our excellent services to customers and the outstanding performance of our frontline team. HK Electric will continue serving Hong Kong and our customers the way we have always been – consistent, committed, with a caring spirit and always striving for continuous improvement to achieve total customer satisfaction.”

Mr. Olivier Njamfa, CEO and President of Eptica SA said, “Eptica is delighted to win the prestigious APCSC CRE ‘Most Innovative Technology’ Award. As a new entrant to the awards, we were impressed with the rigour at which the APCSC evaluated our technology and our business. Eptica’s multi-channel customer service software increases business efficiency and revenue performance through its unique ability to self-learn from every interaction how best to answer a customer enquiry. Available on-premise or SaaS, Eptica enables organizations to deliver fast, accurate and consistent responses through all channels including online service, email, phone, fax, letter and SMS. We are very excited at working with organisations in Asia to enable them to deliver excellent customer service at much lower cost.”

Mr. Alkin Kwong, Vice Chairman & Chief Executive of Hong Yip Service Co., Ltd (Hong Yip) said, “It is the honour of Hong Yip to be the winner again presented by the Asia Pacific Customer Service Consortium with this distinguished trophy titled ‘Customer Loyalty Program of the Year 2008’. Thanks to our outstanding team members, this award has fully manifested our competitive edges over other contenders with respect to our dedicated customer relationship management and exquisite customer services. With over 40 years of solid property and facility management experience in Hong Kong, Hong Yip created a series of the most prestigious value-added services as well as ultimate professional support such as cleaning, security, landscaping, repair & maintenance, surveillance system, engineering consultancy and real estate agency etc, to enable residents to enjoy a comfortable living environment and enhance customer relationship.

Mr. Chen Guo Cong, General Manager of CIBONet said, "It is our honor to receive 3 CRE Awards this year, namely 'Contact Centre of the Year (Internet Service Provider)', 'Field Support Team of the Year (Internet Service Provider)', and 'Customer Service Team Leader of the Year (Internet Service Provider)' presented by APCSC. It is our long-term commitment to treat customer service as our top priority and to continually strive for service excellence. The outstanding achievements not only serve as a proof of our high service quality and excellent customer relationship, but also a great encouragement motivating us to do our utmost to attain even better performance. Moving forward, we will continue working towards our mission on, as well as shouldering our commitment to offering our customers with the best service quality."

Mr. Dicto Leung, General Manager of Goodwell Property Management Limited said, "It is with great honor to receive the 'Best Customer Experience Management of the Year' in the CRE Awards for the second consecutive year. This honor has boosted our confidence and we will keep up with our commitment to providing customized and caring services to all our customers. It is always our pleasure to serve the customers with our heart so that they can fully enjoy their investment rewards. We never stop in our pursuit of excellence. By thinking ahead of our customers in foreseeing their needs, we set our mind in unveiling a new era in the field of property management."

Mr. H.K. Jim, General Manager, Citybase Property Management Ltd. said, "Provision of comprehensive and quality services for the customers is the mission of Citybase Property Management Limited and we strive for providing a world-class business and living environment for our clients. We understand the importance of mutual communication and customers' opinion for continuous improvement. The Center, a Grade A commercial Building on the Hong Kong Island managed by Citybase is equipped with a professional and excellent management team. With the implementation of "Integrated Management System", an excellent one-stop services is provided to our customers. It is our honor to receive the "Integrated Support Team of The Year" Award from the Asia Pacific Customer Service Consortium. In the future, we will continue to strive for better service in the pursuit of excellence."

Mr. Patrick Poon, Chairman of the operation committee of CPIC Life Co., Ltd. said, "Endowed with the core value of commitment to business integrity in pursuit of steady growth and performance excellence, CPICLife, following the operation strategy of sustainable value increase, has been implementing the operation target of escalating management to the superior level and extending service to the grass-root. Based upon such basis, China Pacific Life has provided clients with custom-tailored and specialized insurance service. With euphoria and alacrity brimming in my heart, I was initiated with the glad tidings that China Pacific Life had won CRE Awards for the third time in a row. The award not only testifies to the public acknowledgement of client-oriented service philosophy of our company, but also vindicates the public approval of the exertion and commitment contributed by the whole service group of China Pacific Life, and even serves as an incentive and appreciation for the service brand of the company! Since the demands from clients are constantly increasing, and the high-quality service sees no ending, the development path ahead shall be the one of extending ourselves to the successful point, and challenging the better inexorably. For this, we shall scrupulously abide by the axiom of making commitment with heart and holding responsibility with love so as to contribute to the society and serve for the public."

Dr B Y Lee, Director of the Hong Kong Observatory said, "It is the honour of the Hong Kong Observatory to be recognized and awarded customer relationship excellence under the category of Public Service of the Year (Government). Care about the community and colleagues is one of the Observatory's core values. We strongly believe that good customer relationship is achieved through compassionately understanding the needs of the end users. We are fortunate to have a team of committed colleagues who are sensitive to the changing societal environment and are eager to make a difference. I would like to thank APCSC for providing an excellent platform for sharing of experience in customer satisfaction."

The recipient of this year's CEO of the Year 2008, Mr Tom Mehrmann, Chief Executive of Ocean Park said, "Almost everybody in Hong Kong, from three year-old's to 83 year old's, can sing Ocean Park's theme 「去玩！去癲！嚟 Ocean Park！」 (Go play! Go wild! Go to Ocean Park!) This is what drives the people of Ocean Park to give guests the most immersive, experiences and memories. Coming to Ocean Park is like setting foot in another world - of lush greenery surrounded by the majestic South China Sea; and a world of amazing animals. Then, as a complete contrast, we also have gravity-defying thrill rides, and our five annual events, with Halloween Bash being one of the most renowned! While we are a not-for-profit organisation, we have seen five successive years of record-breaking attendance, revenue and surplus. We are ranked by an

international authority as the No 15 theme park of the world. This tells us we are giving what our guests want, and I thank all our guests and business partners who have supported us. Additionally, a big thank you to all the Ocean Park staff is in order. To me, the CEO of The Year 2008 award is a recognition of the team effort from everyone at Ocean Park."

Dr. Norman Wai, Managing Director, New World Telecommunications Limited said, "It is our honour to receive the CRE Awards for 6 consecutive years. The outstanding achievement recognizes our dedicated effort in customer service. Being a customer-focused company, we will continue to enhance our customer service quality to meet customers' communication needs."

Mr. Terence Wee, Managing Director of Lyreco said, "Thank you APCSC. It is indeed an honour to be awarded the Customer Relationship Excellence Awards for the third time. Especially so this time as we win 3 awards for Customer Service Manager of the Year (Winner) and Customer Service Professional of the Year (Winner and Merit). This clearly demonstrates Lyreco's service commitment to our customers and our values; Excellence, Respect, Professionalism and Passion. Being one of the top worldwide distributors of office supplies, we envision to be THE reference in office supplies solution and we want to do so by providing a service that makes a difference. Having the right people to do the right job effectively does make the difference, and winning these awards is a testament to the Lyreco team. I take this opportunity to thank the Lyreco CS team and all employees. With YOU, the company is where we are today."

Mr. James Leung, Deputy CEO of Pricerite Stores Ltd. said, "We are very honoured to be awarded with the Customer Relationship Excellence Awards for four consecutive years as bestowed by the Asia Pacific Customer Service Consortium. With our service philosophy always in mind --- People-oriented and customers come first, Pricerite has been offering our customers with value-for-money furniture and home products, and at the same time, professional customer service. The award is not only bestowed on our frontline professionals for their quality service, but also a kind of recognition on our ceaseless effort in staff training and development. We will keep up with our good work and strive for more service excellence, in order to maintain our leadership in the home improvement market."

The 2008 CRE Awards winners for different categories are:-

Corporate Categories

People Development Program of the Year 2008

SINO PROPERTY SERVICES

People Development Program of the Year 2008 (Bank Card)

CUSTOMER SERVICES CENTER OF CHINA UNIONPAY

People Development Program of the Year 2008 (Internet Service Provider)

CPCNET HONG KONG LIMITED

Public Service of the Year 2008 (Government)

HONG KONG OBSERVATORY

Public Service of the Year 2008 (Public Utility)

THE HONGKONG ELECTRIC CO., LTD.

Best Customer Experience Management of the Year 2008 (Property Management)

GOODWELL PROPERTY MANAGEMENT LIMITED – ONE BEACON HILL

Best Use of Knowledge Management of the Year 2008 (Bank Card)

CUSTOMER SERVICES CENTER OF CHINA UNIONPAY

Best Use of Knowledge Management of the Year 2008 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT

Contact Center of the Year 2008 (Bank Card)

CUSTOMER SERVICES CENTER OF CHINA UNIONPAY

Contact Center of the Year 2008 (Internet Service Provider)

CIBONET COMPANY LIMITED

Customer Service Center of the Year 2008 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. NINGBO BRANCH

Customer Loyalty Program of the Year 2008 (Property Management)

HONG YIP SERVICE COMPANY LIMITED

Field Support Team of the Year 2008 (Internet Service Provider)

CIBONET COMPANY LIMITED

Field Support Team of the Year 2008 (Property Management)

SINO PROPERTY SERVICES - ISLAND RESORT

High Speed Customer Service of the Year 2008 (BPO)

WHARF T&T OUTSOURCING SERVICES LIMITED

Innovative Technology of the Year 2008 (Customer Interaction)

EPTICA

Innovative Technology of the Year 2008 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT

Integrated Support Team of the Year 2008 (Internet Service Provider)

CPCNET HONG KONG LIMITED

Integrated Support Team of the Year 2008 (Property Management)

CITYBASE PROPERTY MANAGEMENT LTD – THE CENTER

Outsourcing Team of the Year 2008 (BPO)

WHARF T&T OUTSOURCING SERVICES LIMITED

Individual Categories

CEO of the Year 2008

TOM MEHRMANN, OCEAN PARK

Customer Service Manager of the Year 2008 (Entertainment - Contact Center)

KYLIE CHAN KA LAI, THE HONG KONG JOCKEY CLUB

Customer Service Manager of the Year 2008 (Outsourcing Service - Contact Center)

SUKY LI SHU YI, WHARF T&T OUTSOURCING SERVICES LIMITED

Customer Service Manager of the Year 2008 (Office Supplies - Contact Center)

SDANLIA WONG SHUK MAN, LYRECO

Customer Service Manager of the Year 2008 (Retail Service - Service Center)

SO YING KUEN, PRICERITE STORES LIMITED

Customer Service Team Leader of the year 2008 (Entertainment - Contact Center)

JENNY LUI WAI SZE, THE HONG KONG JOCKEY CLUB

Customer Service Team Leader of the year 2008 (Internet Service Provider - Contact Center)

JIMMY SUM JI MING, CIBONET COMPANY LIMITED

Customer Service Team Leader of the year 2008 (Public Service - Contact Center)

RACHEL CHAN SHUN WA, THE HONGKONG ELECTRIC CO., LTD.

- Customer Service Team Leader of the year 2008 (Telecommunication - Contact Center)**
KEVIN SHIN TAO WO, NEW WORLD TELECOMMUNICATIONS LIMITED
- Customer Service Team Leader of the year 2008 (Retail Service - Service Center)**
THOMAS LAI CHIU YIN, PRICERITE STORES LIMITED
- Customer Service Professional of the year 2008 (Entertainment - Contact Center)**
RICHARD KONG KA KEUNG, THE HONG KONG JOCKEY CLUB
- Customer Service Professional of the year 2008 (Office Supplies - Contact Center)**
KIRSTY CHAN KIT FONG, LYRECO
- Customer Service Professional of the year 2008 (Public Service - Contact Center)**
HAYES CHUNG HOK LAM, THE HONGKONG ELECTRIC CO., LTD.
- Customer Service Professional of the year 2008 (Telecommunications - Contact Center)**
JUNE TAM CHUN TAI, NEW WORLD TELECOMMUNICATIONS LIMITED
- Customer Service Professional of the year 2008 (Retail Service - Service Center)**
ANDY HONG YIU KEUNG, PRICERITE STORES LIMITED
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**
LUKE LIU QI LIN, WHARF T&T LIMITED
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**
PANSY IP OI YING, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**
FICUS LO FAI YUNG, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
CHAN MAN CHI, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
KITTY PAU KIT YING, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
CECILIA LING WOON KIU, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
KING CHEN RONG DA, WHARF T&T LIMITED
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
CINDY TANG CHOI HUNG, NEW WORLD TELECOMMUNICATIONS LIMITED
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
FANNY LAM YUET NGOR, LYRECO
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**
RICKY FUNG KA FAI, THE HONG KONG JOCKEY CLUB

Past CRE Awards winners, market leaders are invited to speak at the APCSC CRE & CSQS Leadership Summit with CEO Luncheon Forum on June 25-26, 2009. The Leadership Summit is an International Conference for leading companies to exhibit and showcase CRE, CSQS, KM and CRM best practices, business cases keynote by industry authorities and CEO from the Customer Relationship Excellence Leadership Community.

Asia Pacific CRE Awards Organizer:

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

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of *“Customer Relationship Excellence 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 with global education partners and international membership organizations to set World-Wide Standards.

About 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. It is the highest certification awarded to contact centres and customer service organizations 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 to provide a world-class framework with crystal clear directions for transforming an organization into a customer-centric unit.

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**For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**