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Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

**Henderson Land, Hang Lung, Nexusguard and Chengzhong Garden
Honored with CSQS Certification Distinction from APCSC**
“Set new corporate standards and service industry benchmark in Asia Pacific”

Hong Kong, China – June 12, 2015 -- **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Customer Service Quality Standard (CSQS) site certificate** to **Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management, Hang Lung Properties Limited, Nexusguard Limited, and Jiangsu Chengzhong Garden Co., Ltd** in recognition of their achievements and high level of compliance to **CSQS** in 2015. Customers of the properties, property management, landscaping, internet security service, ICT sectors will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC, commended, “CSQS 12.0 has incorporated customer experience management and lifecycle management to help companies accelerate and stay ahead of the competition. CSQS as the International CRE Awards judging criteria provides the framework for companies to transform into a customer-centric organization, to create and reinforce CRE strategies and guidelines for best customer experience. Like ISO standard, CSQS establishes the framework for world class CRM standard, but with more sophisticated requirements that are more stringent than ISO on how to implement CRM best practices with clear requirements and guidelines, applicable to all industries. APCSC annually reviews CSQS with best practices from CRE winners so as to raise the international service standards and benchmark year on year.” **Mr. Chu** further addressed, “The certified CSQS leaders have uplifted their service leadership in innovation, CRM, customer experience management and process improvement integration efforts through the Certificate in Customer Service Management (CCSM) program and CSQS improvement projects. They not only have created excellent ROI’s in their portfolios and investments in people, customers and projects but also have set new corporate standards and service industry benchmark in Asia Pacific. Congratulations for their dedication to quality and business achievement!”

Mr. Suen Kwok Lam, MH, JP, Executive Director of Henderson Land Group said, “Henderson Land Group Property Management Department (Hang Yick and Well Born) is honored to receive the Customer Service Quality Standard presented by the Asia Pacific Customer Service Consortium. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment – customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

Mr. Edward Lo, Manager – Learning & Development Department of Hang Lung Properties said, “Hang Lung Properties Limited is honored to receive the CSQS Certification Level II Proactive Service Center by APCSC, which reaffirms the efforts we have made to provide excellent customer service. Firmly upholding the principle of We Do It Right, Hang Lung continuously raises the service standard which includes offering a unique training program for our operation staff. This can help deepen our colleagues’ understanding on property management and equip them with knowledge and skills required in managing day-to-day operations and enable them to fulfill this diverse and challenging role. Academy 66, the Learning & Development Department of Hang Lung was first established in 2012 based on the International Customer Service Quality Standard (CSQS) Model. The model enables us to systemize our training function and maximizes our investment in Learning & Development, promotes corporate culture and values, and remains competitive in the marketplace.”

Mr. Adrian Luwa, Director of Operations of Nexusguard said, “As a global cyber security leader, Nexusguard is committed to customer service excellence. In 2015, our innovative approach has led to the creation of two critical tiers within our Service Management Team – Relationship Managers (RM) and Technical Account Managers (TAM). Together, RMs and TAMs provide our white glove customer experience. Our future-proof approach improves customer support as we scale our global company forward.”

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.”

Introduction & Overview of the CSQS Excellence Model: “Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to corporation, business units and customer service organizations that seek to excel in customer relationship excellence. The goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve interdepartmental and company wide integration.

Integration of the Balanced Scorecard & ISO9000: 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 guidelines and requirements to transform an organization into a customer-centric strategic business unit.

The assessment standard for the International Customer Relationship Excellence (CRE) Awards: CSQS is so crucial to customer service that it became the assessment standard for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental standard that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSQS integrates CRE Best Practices: “Each year, we refine the standard by deriving best practices of our immediate CRE winners. Users of the CSQS have also given us very good feedback. The standard has helped integrate and enhance their management systems and raised the entire firm’s awareness of CRE,” said Chu. APCSC also organizes CRE & CSQS Roundtables internationally to promote and elevate CRE in Beijing, Shanghai, Guangzhou, Shenzhen, HK, Taipei, Singapore, Kuala Lumpur, Bangkok, Jakarta, Sri Lanka and throughout Asia Pacific.

CSKM empowers the frontline: The assessment of CSQS is progressively divided into three levels: **intention, implementation and integration**. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 Levels of CSQS Achievements: CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Operation Service Center; Level II Proactive Service Center; Level III Strategic Business Unit**.

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.

Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management www.hld.com

Henderson Land Group Property Management Department(Well Born and Hang Yick) is dedicated to providing one-stop sophisticated services including finance control, facility management, security, cleaning and maintenance services to high-end properties, mass residential-cum-retail projects and car parks developed by the Group. Well Born and Hang Yick currently manage property developments across the territory and mainland China. Over the years, Well Born and Hang Yick continue to earn praise from the public and received over 1000 international and local accolades and accreditation in various performance-related aspects.

Hang Lung Properties Limited www.hanglung.com

Hang Lung Properties Limited is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features. Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company’s footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the “66” brand.

Nexusguard www.nexusguard.com

Founded in 2008, Nexusguard is the global leader in fighting malicious internet attacks. Nexusguard protects clients against a multitude of threats, including distributed denial of service (DDoS) attacks, to ensure uninterrupted internet service. Nexusguard provides comprehensive, highly customized solutions for customers of all sizes, across a range of industries, and also enables turnkey anti-DDoS solutions for service providers. Nexusguard delivers on its promise to maximize peace of mind by minimizing threats. Headquartered in San Francisco, Nexusguard’s network of security experts extends globally.

Jiangsu Chengzhong Garden Co., Ltd www.ntczvl.com

Jiangsu Chengzhong Garden Co., Ltd, based in Nantong, Jiangsu Province, China, adheres to the core business value of “delighting others is to delight oneself”, mainly engages in the design, construction, maintenance, and nursery stock supply business, with the landscaping design and construction of first class qualification in China.

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.