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**Henderson Land, Taiwan Life, Nexusguard Honored with
CSQS Certification Distinction from APCSC**
“Set high customer service standards for industry leadership in Asia Pacific”

Hong Kong, China – June 14, 2013 -- **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, Taiwan Life Insurance Co. Ltd., and Nexusguard Ltd.** in recognition of their achievements and highest level of compliance to **CSQS** in 2013. Customers of the property management, insurance, internet security service sectors will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC, commended, “CSQS helps companies reduce 2 to 3 years to achieve world class customer service standards. As the Customer Relationship Excellence (CRE) Awards standards, CSQS has already helped many market leaders to sustainably enhance their best practice guidelines. Through the successful CSQS implementation, audit and certification, the CSQS certified firms have developed a highly integrated world class organization and many industry best practices in their customer management systems. They have further strengthened service leadership in innovation, CRM, customer experience management and process improvement integration efforts through their CSQS CCSM improvement projects. They not only have created above market ROI’s in their portfolios and investments in people, customers and projects but also have set new corporate customer service standards for service industry benchmarking in Asia Pacific. Congratulations for their service excellence and CSQS achievement!”

Mr. Suen Kwok Lam, MH, JP, Managing Director of Henderson Land Group said, “Henderson Land Group Property Management Department – Hang Yick Properties Management and Well Born Real Estate Management 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. Adrian Luwa, Operation Director, Nexusguard Limited said, “Nexusguard is honored to receive Customer Service Quality Standard (CSQS) certification. This reaffirms our commitment to provide exceptional service to all of our customers. With Internet connectivity ubiquitous in the developed world, companies can now deliver services and products to their customers with unprecedented speed and efficiency. On the flip side of the coin, cyber attacks have also evolved over time, becoming increasingly sophisticated and are more threatening—and damaging—than ever. At Nexusguard, we recognize the growing threats of cyber attacks and our team of security experts take pride in responding quickly and effectively when our customers are at risk. However, Nexusguard's core value has always been, and always will be, exceptional customer service. We evaluated processes and standard procedures widely adopted in the industry and decided that we could go one step further. We restructured our procedures and workflows to revolve around customer experience, ultimately striking a balance between effectiveness and customization. From managing accountability to distributing resources to monitoring processes, we made sure that our customers remain the center of our business. By implementing CSQS standards, we can ensure that our customers consistently receive exceptional service regardless of their language, industry, business model or IT infrastructure. In an industry where technology and finesse are king, Nexusguard maintains that customer service must never take a back seat.”

Ms. Sheu Ruey Jen, Vice General Manager of the Taiwan Life Customer Service Centre said: “Adhering to ‘enthusiasm, service, integrity, caring — be your safest best friend’ business philosophy, Taiwan Life sets business goals, strategies, work plans to provide high quality services. Combined with a strong team work and performance, the excellent services meet customers’ needs and gain their high satisfaction. Receiving the Customer Service Quality Standard (CSQS) Certificate from APCSC proves Taiwan Life’s high quality services. Thanks APCSC for giving us guidance, we’ve all benefited. Looking ahead, Taiwan Life will carry on with our business philosophy to achieve the objective of high quality and excellent services.”

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 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 directions for transforming an organization into a customer-centric strategic business unit.

The assessment standard for the 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 Best Practices: “Each year, we refine the standard by deriving best practices of our past award 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 Roundtable internationally to promote and elevate CRE in Beijing, Shanghai, Guangzhou, Shenzhen, HK, Taipei, Singapore, Kuala Lumpur, Bangkok, Jakarta 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 Achievement: CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Outsourcing Service Center; Level II Proactive Service Center; Level III Strategic Business Unit**.

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**Asia Pacific Customer Service Consortium (APCSC) [www.apcsc.com](http://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 governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**About Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management [www.hld.com](http://www.hld.com)**  
Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management, 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. 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.

**About Nexusguard [www.nexusguard.com](http://www.nexusguard.com)**  
Nexusguard is an industry-leading Internet security service provider, proven by years of experience mitigating thousands of attacks per month. Established in 2008, Nexusguard continues to provide innovative end-to-end, cloud-based Internet security solutions. By protecting clients against the ever-increasing and evolving multitude of Internet threats, Nexusguard's cloud-based security solutions empower clients around the globe with uninterrupted services.

**About Taiwan Life Insurance Co. Ltd. [www.twlife.com.tw](http://www.twlife.com.tw)**  
Taiwan Life Insurance Co. Ltd., Taiwan’s first domestic life insurance company, was established in 1947. Taiwan Life was privatized in 1998. In 2006, Taiwan Life set up “Good Morning! Good Evening! Taiwan Life Mobile Office”, to provide round-the-clock (AM-PM 24) internet service and information. In 2009, Taiwan Life established a televised education channel focused on providing real time information and structured online training to every member of sales teams. In December 2008, King Dragon Life Insurance, a joint venture in China, was formally established in Xiamen. Taiwan Life also set up representative offices in Beijing, China and Vietnam. In conjunction with setting the stage for international expansion with an integrated framework of a full-fledged financial services corporation, Taiwan Life will fulfill its commitment to give back to society through active participation in community services.

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For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, CSQS Certification, 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: CREAwards, LinkedIn: APCSC, MSN: enquiry@apcsc.com, QQ : 2303712688.