



Private and Confidential

**Asia Pacific Customer Service and Contact Center
2009 Salary Increase Forecast & Staff Turnover Survey 2008**

DEPLOY HUMAN RESOURCES INTELLIGENCE FOR COMPETITIVE COMPENSATION STRATEGY!!

Market Trend With increasing deployment of customer service and contact centers operations in Asia Pacific, many companies are keen to recruit and attract customer service and contact centers professionals who are capable of delivering high quality customer service and generating sales through customer contact.

The current changing market condition will require a timelier update on the salary and HR intelligence information for effective compensation and motivation.

Invitations We are inviting Best-in-Class companies from all customer service sectors to participate in the **Customer Service and Contact Centers Salary Increase Forecast & Staff Turnover Survey 2008, with reference date: 1st of January 2009.**

Cost You would only need to spend a few minutes to complete the attached sheet providing staff turnover rate and salary increase in 2008 and your forecast for 2009.

Benefit After analyzing the data, the market staff turnover and salary increase rate will be provided for you to compare your own pay structure, get a competitive compensation policy, attract, motivate and retain your employees.

Reply Form ---

- Yes, I would like to provide the data in the following sheet and receive the summarized analysis later
- Yes, I am also interested to participate in the full survey of *Asia Pacific Customer Service and Contact Centers Salary & HR Policy & Retention Survey* in 2009 with reference date: 1st of January and July 2009 at HKD25,000.

APCSC organizes the *Asia Pacific Customer Service and Contact Centers Salary & HR Policy & Retention Survey* to provide human resources intelligence for customer service and contact centers in the region. The objective is to reduce staff turnover rate and to elevate the customer service quality in the region. Market data and analysis on the benchmark data are prerequisites for a competitive compensation policy that can effectively reduce staff turnover. After analyzing the data, the market staff turnover and salary increase rate will be provided for you to compare your own pay structure, get a competitive compensation policy, attract, motivate and retain your employees.

For more information, please contact Ms Gini Wan and Ms. Stella Lau at (852) 2174 1428.

Your Details		Company Details	
Full Name		Company Name	
Job Title		Address	
Department			
Email Address			
Telephone		City	
Fax		Province	
Postal / Zip Code		Country	

Company Chop & Signature

Date

Please kindly fax this form to us at +852 2174 1438.

If you would like to update from our fax list, please help us by completing the details below and fax back on (852) 2174 1438. Thank You.

Your Name _____ Title _____ Fax _____

- Remove me from your list (please insert your name above)
- Update your records with the details above



Asia Pacific Customer Service and Contact Centers Salary Increase Forecast & Staff Turnover Survey - Reference Date 1 January 2009 Target Invitation List (Partial)

Banking and Finance Industry

Aeon Credit Service Co. Ltd
American Express
Bank of America
Bank of China
Bank of East Asia
Citibank
CITIC Ka Wah Bank
DBS Bank
Hang Seng Bank
HSBC
Shanghai Commercial Bank Ltd.
Standard Chartered Bank
Wachovia Bank, N.A

Insurance Industry

AIA Co Ltd
AXA Insurance
Blue Cross Insurance Ltd
BUPA (Asia) Ltd
CIGNA Worldwide Insurance
Dao Heng Insurance
DBS Bank
HSBC Insurance (Asia) Ltd
ING Life Insurance
Manulife Financial
Metropolitan Life Insurance Company
New York Life Insurance
Prudential Assurance
Royal & Sun Alliance Insurance
Sun Life
Zurich Insurance

Telecommunications and Mobile

Hong Kong Broadband Network
Hong Kong Cable TV
Hong Kong CSL Ltd.
Hutchison Telecom
Maxis Communications Bhd
New World Telecom
PCCW
Cascade Ltd.
SmarTone Vodafone
SUNDAY
VADS BERHAD
Wharf T&T

Other Industries

ACNielsen (China) Ltd
Berertey Pacific International Ltd.
Cathay Pacific Airways
CLP Power
DHL Intl HK Ltd
Dragon Airlines
eSERVE COMPANY LIMITED
HK & China Gas Co Ltd
HK Jockey Club
HK Trade Development Council
Hong Kong Oxygen
IBM
Kowloon Motor Bus Co Ltd
Nestle Hong Kong Ltd
Shun Hing Electric Service Centre Ltd.
Starwood Customer Contact Centre (AP) Ltd
The Dairy Farm Co.Ltd.-IKEA Division
The Hongkong Electric Co. Ltd.
The Hong Kong & China Gas Co. Ltd
The Recruit Publishing Co. Ltd
TNT Express
UPS
Virgin Atlantic Airways
Water Supplies Department

Asia Pacific Customer Service and Contact Centers Salary Increase & Staff Turnover Survey

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Country / Province / City: _____

For contact centers in different cities, please make copies of this form and complete the information separately.

1. Annual staff turnover for 01/01/2008 to 01/12/2008 (Due to voluntary resignations)

<input type="checkbox"/> Contact Centers [#]	Turnover rate	Total Headcount ^{**}	<input type="checkbox"/> Customer Service Centers [#]	Turnover rate	Total Headcount ^{**}
Management	_____ %	_____	Management	_____ %	_____
Supervisory	_____ %	_____	Supervisory	_____ %	_____
Frontline staff *	_____ %	_____	Frontline staff *	_____ %	_____
Sales function Staff *	_____ %	_____	Sales function Staff *	_____ %	_____
Overall Contact Centers Average	_____ %	_____	Overall Customer Service Centers Average	_____ %	_____

Note: Contact Centers provide the service over telephone, email, etc., while Customer service centers provide face to face service. Please check the appropriate box.

* Frontline staff includes both sales function staff & non-sales function staff, but has direct contact with customer whereas Sales function staff includes only staff having selling activities.

** Total Number of staff currently working in Management/Supervisory/Frontline Staff/Sales function staff

2. What are the salary increase percentages? (Excluding promotion increases)

<input type="checkbox"/> Customer Service Centers ⁺ <input type="checkbox"/> Contact Centers ⁺	2008 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2008 Salary Review Date	2009 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2009 Salary Review Date	Headcount
Management					
Supervisory					
Frontline staff					
Sales function Staff					
Overall average					

⁺ Companies may select both if the salary increase is the same for Contact Centers and Customer Service Centers. If different, please photocopy the form and fill out the figures separately.

Please kindly fax this form to us at +852 2174 1438. For more information, please contact Mr. Alan Poon at (852) 2174 1428.