



**Private and Confidential**

**Asia Pacific Customer Service and Contact Center  
2010 Salary Increase Forecast Survey**

**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 Survey 2010, with reference date: 1st of January 2010.**

**Cost** You would only need to spend a few minutes to complete the attached sheet providing salary increase in 2010 or your forecast for 2010.

**Benefit** After analyzing the data, the market 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 2010 with reference date: 1<sup>st</sup> of January and July 2010 at HKD25,000.
- Yes, I am also interested to participate in the CRM Contact Center / Customer Service Center Benchmarking Program 2010 and enjoy 20% discount at HKD38,400 (original HK48,000).

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 Mr Alan Poon 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 Survey - Reference Date 1 January 2010 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  
Unit Asia Finance Ltd.  
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

### Transport & Logistics

Cathay Pacific Airways  
Dragon Airlines  
Kowloon Motor Bus Co Ltd  
Virgin Atlantic Airways  
DHL Intl HK Ltd  
TNT Express Worldwide (HK) Ltd.  
UPS  
Fedex Express

### Telecommunications and Mobile

CPCNet HK Ltd.  
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  
Berertery Pacific International Ltd.  
Bossini Enterprises Limited  
CLP Power  
Efficiency Unit  
eSERVE COMPANY LIMITED  
Fuji Xerox (Hong Kong) Limited  
HK & China Gas Co Ltd  
HK Jockey Club  
HK Trade Development Council  
Hong Kong Oxygen  
IBM  
Johnson Diversey Hong Kong Ltd.  
Nestle Hong Kong Ltd  
Octopus Cards Limited  
Pricerite Stores Limited  
Shun Hing Electric Service Centre Ltd.  
Spotless Plastics (HK) 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  
Water Supplies Department  
YMCA of Hong Kong

## Asia Pacific Customer Service and Contact Centers Salary Increase Forecast Survey

*Strictly Confidential*

Country / Province / City: \_\_\_\_\_

reference date: 1st of January 2010

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

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

<input type="checkbox"/> Customer Service Centers <sup>+</sup>	2010 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2010 Salary Review Date	Headcount
Management			
Supervisory			
Frontline staff			
Sales function Staff			
Overall average			

<input type="checkbox"/> Contact Centers <sup>+</sup>	2010 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2010 Salary Review Date	Headcount
Management			
Supervisory			
Frontline staff			
Sales function Staff			
Overall average			

<sup>+</sup> 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.