



Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

**APCSC Commences the Public Web voting for the Finalists of
2003 Customer Relationship Excellence Award
- The Most Important Asia Pacific Award of its Kind -**

Hong Kong, China -- February 05, 2004 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Finalists** for the **2003 Customer Relationship Excellence Award (CRE Award)**. The fourth and final stage of assessment began on February 2nd, with the public web voting. Members of the general public now have the opportunity to place votes for the finalists through APCSC's website (www.apcsc.com) until March 17th. The 2003 CRE Award finalists are:-

- *Hong Kong CSL Limited*
- *S.W.I.F.T. s.c.r.l.*
- *Eastern Home Shopping Network*
- *PCCW Business Netvigator*
- *Tao Heung Holding Limited*
- *PCCW IDD 0060*
- *Dao Heng Insurance Company Limited*
- *PCCW Outbound Call Center Sales*
- *Well Born Real Estate Management Ltd*
- *PCCW Number One Club*

"We are very pleased to announce the finalists of the 2003 CRE Awards," said Mr. Jason Chu, Chairman of APCSC. "The final stage is the most challenging one because it is based on **customers' direct input**. APCSC will host the public web voting for customers in Asia Pacific to vote for the company that have successfully cultivated and maintained excellent customer relationship, reputation and word-of-mouth."

The goal of the CRE Award is to promote and recognize excellence in customer relationship and service quality in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of their customers and the organizations that they serve.

The winners of the CRE Award will be announced in April and a special **CRE Award Dinner Ceremony will be held on May 6th in Hong Kong**. Please visit www.apcsc.com for the latest information and learn more about the CRE Awards. Applications for the 2004 Customer Relationship Excellence Awards will be open soon.

Asia Pacific CRE Award Principal Organizer:

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

Asia Pacific Customer Service Consortium (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. APCSC jointly offers the most recognized global certifications for Call Center and Customer Service Management with global education partners and international membership organizations to set World-Wide Standards.

International CRE Award Endorsers and Global Education Partners

Customer Service Institute of Australia (CSIA)

Customer Service Institute of Australia was established as a professional body with the aim of enhancing and improving Customer Service in Australia through the development of people, systems, and standards. International Customer Service Standards (ICSS:1999-2002) established benchmarks for Customer Service Excellence.

For Press interviews, APCSC CRE Award participation & sponsorship, please contact Mr. Paul Hilton on (852) 2174 1428 or paul@apcsc.com