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Customer
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Consortium

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FOR IMMEDIATE RELEASE

Henderson Land Group Property Management Department Receives CSQS Site Certification from APCSC

Hong Kong, China – June 26, 2009 -- **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** in recognition of their achievements and high level of compliance to **CSQS Level III Strategic Business Unit**. Customers of the property management sector will experience higher quality and professional customer service in Hong Kong.

Mr. Jason Chu, Chairman of APCSC, commented “Through the annual review and CSQS audit and accreditation by APCSC, many new opportunities and initiatives of customer engagement, experience management, process improvement and benchmarking have taken place by the property management service teams of Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management. Many excellent projects through the Certified Analyst and Auditor (CCSA) program have achieved in creating higher revenue and income for the shopping mall, commercial and residential properties, improving business competitiveness, reducing customer complaints with root problem investigation and multiple solutions. Their continuing business success is a testimony of their customer-focus strategy and execution.”

Mr. Suen Kwok Lam, MH, 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.”

Professor George Huang of The University of Hong Kong (HKU), member of the **CSQS Advisory Committee**, said, “Congratulations to the success of the 2009 CRE & CSQS Leadership Summit and recipients of the CSQS certifications for their pursuit of world class service standards and customer relationship excellence. We are working with APCSC to develop and organize research projects and best practices papers on Customer Service Knowledge Management (CSKM) to be disseminated and published at the International Conference of Digital Enterprise Technology (DET) to be hosted by HKU in December 2009. We encourage and invite the business sector industrialist to submit their business case and research findings for the International Customer Service Paper and Project (ICSP) Awards to improve customer service quality and management systems and to enhance the service economy worldwide!”

Introduction & Overview of the CSQS

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to contact centres and customer service organizations that excel in customer relationship excellence.

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. “That explains why 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.”

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 unit. A further 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.

The yardsticks for the CRE Awards

CSQS is so crucial to customer service that it became the yardsticks for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental reference 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.

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.**

About 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 Asia Pacific Region and to recognize and reward 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 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. With landmark management projects such as the Beverly Hills, King’s Park Hill, Grand Promenade, Grand Waterfront, CentreStage, Metro City and Sunshine City; Well Born and Hang Yick currently manage some 200 property developments across the territory, with a total of approximately 80,000 residential units and car park spaces. 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 International Conference of Digital Enterprise Technology (DET)

An International Conference of Digital Enterprise Technology (DET) is also held by The University of Hong Kong on 14-16 December 2009, which aims to provide a forum for academia and industrialists to disseminate to all branches, industries, businesses, information and knowledge on the most recent and relevant innovations, theories and practices in electronic business and digital enterprise technology.

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**For Press interviews, CSQS Certification and CRE Awards, please contact Ms. Lau via tel: 852+2174 1428 or email: [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**