



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
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即時發放

亞太顧客服務協會(APCSC)隆重介紹 顧客關係管理和熱線中心的「卓越典範」(Best-in-Class)

中國，香港 – 2004 年 8 月 16 日—亞太顧客服務協會(APCSC)隆重向亞太各市場企業及各間在「亞太顧客關係管理及熱線中心基準報告」(Asia Pacific CRM Call Center Benchmarking)中表現優秀的公司，介紹亞太顧客服務協會每年一度舉辦的「卓越典範」(Best-in-Class)。

「卓越典範」將於「卓越客戶關係管理 及 優質客戶服務標準 亞太高峰會」9 月 23 – 24 日(簡稱「亞太峰會」)於香港 頒發予基準報告中表現傑出的參加者，當中包括各方面服務運作。2004 年度卓越典範 項目包括：1) 諮詢銷售管理、2) 優質服務管理、3) 顧客滿意管理、4) 客戶關係優化管理、5) 投訴預防管理、等等。

根據各種關鍵服務指標，各獎項設最優秀表現公司獎一名。客戶關係管理及熱線中心基準報告將每年持續進行評估，參加公司可以透過基準評估找出需要改善的主要服務運作及關鍵指標。

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「我們很榮幸能將亞太區**卓越典範**介紹予亞太各市場企業 及 基準方案報告的參加者。這對**商業營運和策略上提升表現及增加生產力**有很大幫助。在亞太峰會上，我們期待著表揚俱有最傑出客戶服務原素的市場領導企業，為服務市場界定新的標準。」

「卓越典範」將於 9 月 23-24 日假 亞太峰會 於香港 頒授予各得獎者。此峰會乃亞太區會議，目的是讓各市場領導企業展示他們在顧客服務及客戶關係管理上出色的經驗、成功的故事和技術的運用等，同時這也是一個給予**亞太傑出顧客關係服務獎得主**、亞太顧客服務協會榮譽嘉賓、業界領袖、決策層、專家等一個發表演說的平台。這些機構包括 國泰常客計劃有限公司、香港流動通訊有限公司、香港五常法協會、電訊盈科、S.W.I.F.T SCRL、渣打銀行、稻香集團、香港 6-sigma 協會和 ERA。

亞太傑出顧客關係服務獎是亞洲區內表揚卓越顧客關係的最佳獎項。2004 年度亞太傑出顧客關係服務獎現正接受報名。

如欲查詢顧客關係管理及熱線中心基準方案及報告，或 2004 年度亞太傑出顧客關係服務獎，請致電 852+2174 1428 與 Mr. Paul Hilton 聯絡，或瀏覽亞太傑出顧客關係服務獎網頁 <http://www.apcsc.com/cseaward/2004>。

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## **亞太顧客服務協會 (APCSC) ([www.apcsc.com](http://www.apcsc.com))**

亞太顧客服務協會(APCSC)成立的信念在於「優質的客戶關係是增強競爭力的唯一方法！」，協會的目標是在亞太區推廣優質顧客關係及服務質量，致力表彰各機構和客服人才對客戶服務與企業所作出的雙贏貢獻。

## **卓越客戶關係管理 及 優質顧客服務標準 亞太高峰會 2004 年 9 月 23-24 日**

亞太顧客服務協會所舉辦的峰會是一個亞太區會議，目的是讓各市場領導企業展示他們在顧客服務及客戶關係管理上出色的經驗、成功的故事和技術的運用等，同時這也是一個給予**亞太傑出顧客關係服務獎**得主、亞太顧客服務協會榮譽嘉賓、業界領袖、決策層、專家等一個發表演說的平台。

亞太傑出顧客關係服務獎得獎者將上台演講，內容覆蓋客戶關係的最佳處理方法。來自不同服務和技術層面的得獎公司將分享其革新的思維和建立顧客忠誠上的成功經驗。

峰會的目的在於提供一個國際平台以促使知識更有效地分享、成功客戶的領導才能成為成功範例，並同時讓世界級的服務質素和傑出顧客關係服務得以展示。會議以互動形式進行，會議的參加者，包括出席人仕、講者、贊助商以及參展商都將有機會分享他們的經驗、知識，並建立一個與傑出顧客關係服務團體更緊密的網絡。

## **亞太傑出顧客關係服務獎(CRE Awards)**

亞太傑出顧客關係服務獎(CRE Awards)選舉的設立目的，是提昇亞太區各國際都會的顧客服務質素和優質顧客關係，並藉此肯定那些為客戶提供出色服務的企業、團體及個人。

透過峰會和亞太傑出顧客關係服務獎的舉辦，亞太顧客服務協會推廣「亞太區國際都會的商業價值核心乃顧客關係」，並以此同時肯定那些為客戶提供出色服務的企業、團體和個人。

## **亞太顧客關係管理及熱線中心基準方案及報告 (CRM Call Center Benchmarking)**

亞太顧客服務協會的基準方案及報告作為策略商業的評估和審查，有助辦認出顧客關係管理和熱線中心表現上的缺漏，並指出他們所需要注重的層面。亞太顧客服務協會制定的這個計劃可以使機構找出需要改善的地方，對挽留顧客和重獲生意大有幫助，皆因每一間機構的最終目的都應該是讓顧客擁有最好的惠顧經驗。

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有關新聞採訪或參加卓越客戶關係管理亞太高峰會，或對於亞太傑出顧客關係務獎選舉的推廣支持及贊助，請致電 852+ 2174 1428 與 Mr. Paul Hilton 聯絡，或透過電郵至 paul@apcsc.com



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FOR IMMEDIATE RELEASE

APCSC Introduces Customer Service “Best-in-Class” Recognition for CRM and Call Centers

Hong Kong, China – August 16, 2004 -- **The Asia Pacific Customer Service Consortium (APCSC)** introduces **Best-in-Class (BIC)** recognition for Asia Pacific business communities and companies that have performed well in the Regional CRM & Call Center Benchmarking (**The Benchmarking**) program, which is organized by APCSC annually.

This **BIC** is awarded to benchmarking participants who perform well in a particular area of The Benchmarking at the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Summit. There are various areas covered within the service operation. 2004 **BIC** Categories include: 1) Sales Management, 2) Proactive Service Management, 3) Customer Satisfaction Management, 4) CRM Transformation Management, 5) Complaint Prevention Management, etc.

Each category has one Best-in-Class winner. Each category also covers various KPI's (Key Performance Indicators). The CRM & Call Center Benchmarking is an on-going program which allows companies to benchmark their Customer Service operation, enabling them to **identify key areas for improvement**.

“We are delighted to introduce the **Best-in-Class recognition** to the Asia Pacific Service Industry and the Benchmarking Program participants.” commented Mr. Jason Chu, Chairman of APCSC. “This really helps to **promote performance and increase productivity for strategic business units**. We are looking forward to identifying market leaders with Best-in-Class elements to set the market standard at the APCSC CRE & CSQS Summit”.

The **BIC** recognition will be awarded during the **CRE & CSQS Summit on September 23-24**. The Summit is a regional conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by **CRE Award winners**, honorable guests of APCSC, industry leaders and experts of the Leadership Community including *Cathay Pacific Loyalty Programmes Limited, Hong Kong CSL Limited, HK5S Association, PCCW Limited, Society for Worldwide Interbank Financial Telecommunication (SWIFT), Standard Chartered Bank, Tao Heung Holding Limited, The Six Sigma Institute Hong Kong, and Expense Reduction Analyst*.

The CRE Awards is Asia's best award for Customer Relationship Excellence. **The 2004 CRE Awards are now open for application.**

Companies who are interested in the CRM & Call Center Benchmarking or the 2004 CRE Awards please contact Mr. Paul Hilton on (852) 2174 1428 or visit the CRE Award website <http://www.apcsc.com/cseaward/2004>.

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## **About 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 companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

## **About the CRE & CSQS Summit on 23-24 September 2004**

The APCSC Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Summit is a regional conference for members and leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by honorable guests of APCSC, industry leaders and experts of the Leadership Community.

Presentations from the Winners of the CRE Award will be given, covering customer relationship best practices. Award winning companies from different service and technology sectors will showcase their innovations and customer loyalty successes.

The goal of the Summit is to provide an International Platform for effective knowledge sharing and exemplary customer success leadership and showcase for WORLD-CLASS service quality and Customer Relationship Excellence. The Summit is interactive. Conference participants, including attendees, speakers, sponsors and exhibitors will have opportunities to share experience, knowledge and networking to establish close relationship in this Customer Relationship Excellence community.

## **About the Asia Pacific Customer Relationship Excellence Awards (CRE Awards)**

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

Through the Summit and the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship as a core business value** in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

## **About APCSC CRM & Call Center Benchmarking**

APCSC’s benchmarking program serves as a strategic business assessment and audit to identify gaps in CRM and call center business performance, as well as areas in which these strategic business units need attention. APCSC has formulated this program to help companies identify areas in which improvements can greatly increase customer retention and repeat business. It is every company’s goal to provide their customers with the best customer experience,

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For Press interviews and APCSC CRE & CSQS Summit participation and CRE Award & sponsorship, please contact Mr. Paul Hilton via tel: (852) 21741428 or email: paul@apcsc.com