

NEWS RELEASE

APCSC Presents CRM Benchmarking Outstanding Performance Companies with the Region's "Best-in-Class" Recognition

Hong Kong, China – June 27, 2008 – **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Best-in-Class (BIC) recognition** to the companies who have performed well in the Regional BIC CRM Benchmarking (The Benchmarking) program, which is organized by APCSC annually.

The **BIC recognition** was awarded to the benchmarking participants during the Customer Relationship Excellence (**CRE**) & Customer Service Quality Standard (**CSQS**) Summit, who have performed well in different areas of **The Benchmarking**. The companies who were awarded **BIC recognition**, along with the different **Best-in-Class** categories were:-

- *Sales Management*
- *Multi-Channel Contact Management (Contact Center)*
- *Proactive Service Management (Customer Service Center)*
- *Service Level Management*
- *Multi-Lingual Service Management*
- *Fulfillment Service Management*
- *Corporate Service Management*

Dao Heng Insurance Co., Limited
Dialog Telekom PLC
Dialog Telekom PLC
NOKIA
NOKIA
Time Asia (Hong Kong) Ltd
TNT Express Worldwide (HK) Ltd.

"Customers are conducting benchmarking through their daily experiences from each transaction and every service encounter. Their benchmarking results become input to their future purchase decisions. Likewise, successful companies consistently conduct and participate in internal external benchmarking to collect market intelligence from customers and competitors to learn new ideas, identify best practices and set targets and standards in order to sustain and advance their market position." Mr. Jason Chu, Chairman of APCSC stated.

Mr. Chu continued, "The Best-in-Class winners have been recognized for their outstanding areas of benchmarking successes. More importantly, they are eager to hear customer suggestions, receive improvement ideas and learn best practices to shape their future strategy and investment decisions. Congratulations to the Asia Pacific BIC winners for their customer commitment and new benchmarks set in Best-in-Class!"

Mr. Harry Wong, Director & General Manager, Dao Heng Insurance Co., Ltd said, "We are honored to receive the Best-in-Class for Sales Management award again. Dao Heng Insurance has been investing resources to provide the excellent customer service through effective sales management. During these years we strive for continued improvement and are pleased that our professional service standard and effort have been recognized by our customers and APCSC. I would like to take this opportunity to thank our team members for their concerted effort. "

Mr. Kapil Sharma, Head - Group Service Delivery, Dialog Telekom PLC said, "We are proud to have our service achievements recognized by receiving these awards at the Asia Pacific Customer Service Consortium Annual Summit 2008 for the second consecutive year. Organizations such as ours Sell 'Experience' as against Products & Services, Innovation/Convenience/Commitment reflect few of the offerings we provide customers through our diverse portfolio. 'Service Excellence' has been a culture at Dialog & over the years we have delivered successive enhancements to our Service capabilities through all channels. We strive to set new benchmarks in Service Quality to delight our Customers as well as the employees who deliver this to them. This achievement not only reflects our commitment to deliver World Class service to customers but also encourages the entire team to be the 'Best in Class Always' We appreciate APCSC for the efforts in establishing BIC awards as a platform for driving Customer Relationship Excellence within the Region."

Ms. Sharon Lee, NOKIA, Director, Contact Center Services said, “It is a great honor for NOKIA to receive the Best-in-Class recognitions of ‘Service Level Management’ for our China team in Guangzhou Contact Center, and ‘Multi Lingual Service Management’ for our Singapore Team in Kuala Lumpur Contact Center. Our global Contact Center network handles tens of millions consumer contacts yearly and they are in central role in driving our customer satisfaction. We have pride ourselves in developing our contact center network in the most efficient and effective way, and these awards are testimonial to our efforts. Our aim is that our customers feel always connected, satisfied, safe and confident throughout the whole lifecycle of their mobile device usage.”

Ms. Andy Lee, Director of Fulfillment Services (Asia Region), Time Asia (HK) Ltd - publishes TIME and FORTUNE magazines in Asia said, “We are proud to receive the Best-in-Class Award under the Fulfillment Services Management category. Delivering the best quality of service has always been our commitment to the readers. We could not have achieved this goal without our group of dedicated and well trained staff members. It is an encouragement that our in-house training program and quality assurance measures have been recognized. Under the stimulus of this inspiring motive, we are confident that we will continue to maintain as one of the market leaders in the fulfillment industry.”

Ms. Fanny Wong, Customer Service Manager, TNT Express Worldwide (HK) Ltd said, “It is a great honor for TNT to have been presented with the coveted ‘Corporate Service Management’ Award for the second time running in the Best-in-Class Benchmarking. This award is recognition of our efforts and commitment to providing top quality corporate client service. With the dedicated Major Account Helpdesk to serve our VIP clients, TNT makes total customer satisfaction a reality. Moreover, having established a Control Tower concept, particularly in hi-tech sector, our central team in Asia Pacific region proactively monitors the whole supply chain for our global clients. All of which adds up a positive total customer experience. With our reputation for top notched worldwide network operations and innovative solutions, we add considerable long term value to the clients we serve, always striving for excellence in meeting the specific needs of everyone of them.”

The BIC recognition is awarded on annual basis to participants of the Regional BIC CRM Benchmarking Program. The Benchmarking is an on-going program which allows companies to benchmark their business and service operations, enabling them to **identify key market trend, best practices and set investment plans**. For full details of the Benchmarking Program, please visit www.apcsc.com.

About APCSC Best-in-Class CRM Benchmarking Program

APCSC’s benchmarking program serves as a strategic business assessment and audit to identify gaps in CRM and customer service 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 experience, satisfaction and loyalty. With more emphasis on customer experience management, APCSC has dedicated the BIC CRM Benchmarking regional platform to facilitate and refine the benchmarking process for effective learning and knowledge sharing of best practices and market trend. It is every company’s goal to become the Best-in-Class company and establish a strong corporate culture for market leadership.

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.

For Press interviews, Best-in-Class, CSQS and CRE Awards, please contact Ms. Lau via tel: 852 2174 1428 or via email: enquiry@apcsc.com