



Asia Pacific  
Customer  
Service  
Consortium

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](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

## FOR IMMEDIATE RELEASE

### Asia Pacific Customer Service Consortium Announces Winners of the 2002 Customer Relationship Excellence Award - The Most Important Asia Pacific Award of its Kind -

Hong Kong, China – June 2nd, 2003 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the *2002 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 these prestigious awards, Asia Pacific business executives are able to share experiences and learn from one another amongst the World-Class leaders and achieve the goal of market leadership and gain international recognitions.

“The international judges are impressed with the level of quality of the award participants and with the overall results of the CRE Awards,” said Mr. Jason Chu, Chairman of APCSC, “We trust that the winners are very pleased with the results, and we would like to thank everyone involved with the CRE Awards for their contribution and dedication in making this such a meaningful and successful campaign.”

Mr. Douglas Li, Chief Executive Officer of SmarTone said, “Customer service is one of the three pillars of SmarTone’s business. SmarTone continues to receive industry-wide recognition in Hong Kong for best customer service. We are highly honoured to receive the awards from the APCSC, elevating the recognition of our excellence in customer service to regional level beyond Hong Kong.”

Mr Paul Yu, Customer Service Director of Hutchison Telecom, said, “We are honoured to receive the greatest number of awards in “*2002 CRE Awards*”, further recognizing our widely-acclaimed customer services from the industry and the customers. As the largest mobile operator in Hong Kong, Hutchison Telecom is always providing the best services to the highest customer satisfaction through powerful CRM, robust customer services centres, professional customer service team and unparalleled customer loyalty programs. With a persistent pursuit of achieving service excellence by putting customers first, we will continue to be the best in the coming new era of mobile video communications.”

APCSC will continue to promote and reward those organisations who perform well in Customer Relationship Excellence, and who ultimately provide maximum value and contribution to both customers and the organizations themselves.

Mr. Jason Chu expressed, “During the last several months, we have been subject to very turbulent times affecting our lives and the economy: the war between the US and Iraq, the SARS crisis, etc. Even in these difficult times, people in different service sectors have continually strived to improve, with customers’ interests at heart and to build excellent customer relationships with service innovation. We trust that this movement will become an on-going trend in the service industry and that we will bounce back with greater strength always.”

“I would like to welcome more companies to take part in the Asia Pacific Customer Relationship Excellence Awards in 2003 to receive international recognitions and elevate the service standards for Asia Pacific,” said Mr. Jason Chu.



Asia Pacific  
Customer  
Service  
Consortium

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](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

**Asia Pacific CRE Award Organizer:**

Asia Pacific Customer Service Consortium ([www.apcsc.com](http://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 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.

APCSC jointly offers the most recognized global certifications for Call Center, Help Desk 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.

**Help Desk 2000, USA**

The Help Desk 2000 community provides a global forum for expressing your views and sharing your challenges about the support industry.

**STIKnowledge, USA**

STI Knowledge, with operations in the U.S., specializes in knowledge center, help desk, certification, consulting, advisory services, outsourcing, insourcing and staffing. More than 71% of the Fortune 100 have been certified and educated by STI Knowledge.

**APCSC CRE Award Sponsors**

**Silver Sponsor: Witness Systems**

Witness Systems (NASDAQ: WITS) provides the contact center industry's first integrated performance optimization software suite to help global enterprises capture customer intelligence and optimize workforce performance. Comprised of business-driven and/or full-time customer interaction recording, performance analysis and e-learning management applications, the browser-based eQuality® solution is designed to enhance the quality of customer contacts across multiple communications media, including the telephone, e-mail and Web.

Media Sponsors	Award Forum Sponsor
<ul style="list-style-type: none"> <li>· CTI Forum, China</li> <li>· <a href="http://hongkong.com">hongkong.com</a></li> <li>· InterCall, Asia Pacific</li> <li>· PowerPhone Network Ltd</li> </ul>	<ul style="list-style-type: none"> <li>· Sony Corporation of Hong Kong Ltd.</li> </ul>

**2003 Customer Relationship Excellence Awards Enrolment**

2003 Participation & Application forms may be downloaded from the following site:-  
<http://www.apcsc.com/cseaward/2003/index.htm>

~~~~~  
For Press interviews, please contact Mr. Samuel Wong via tel: 2174 1428. [samuel@apcsc.com](mailto:samuel@apcsc.com)

For CRE Award and sponsorship and APCSC CRE Summit participation, please contact Mr. Paul Hilton via tel: 21741428 or email: [paul@apcsc.com](mailto:paul@apcsc.com)