



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
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FOR IMMEDIATE RELEASE

Customer Relationship Excellence Summit & Award Ceremony in Shanghai

2003 Customer Relationship Excellence Awards Nomination Commencement in Shanghai, China

CHINA, SHANGHAI, -- September 9, 2003 -- The **2003 APCSC Customer Relationship Excellence Summit** in Shanghai is organized by **The Asia Pacific Customer Service Consortium (APCSC)** and co-organized by **CTI Forum** on September 9-10, 2003 in the St. Regis Hotel Shanghai.

The Summit aims to provide an international knowledge exchange forum. We hope all participants can learn from one another amongst the World-Class leaders and showcase their successes in service quality and customer relationship management. The goal of launching of this Summit and the **2003 APCSC Customer Relationship Excellence Awards (APCSC CRE Awards)** is to recognize companies, business units, teams and individuals that have contributed to the success of both their customers and the organizations that they serve, and to encourage business organizations to take customer relationship management as their core business value. Besides, we also hope all participants can take this chance to explore the business opportunities provided by the Closer Economic Partnership Arrangement (CEPA) between Hong Kong and mainland China.

During the two-day Summit, excellent keynote presentations were delivered by industry leaders the USA, and experts, scholars and senior executives from the Greater China region. These speakers include Jason Chu, Chairman of APCSC; Lane Leskela, Research Director of Gartner G2; Kevin Yeh, General Manager of Chinatrust Commercial Bank; Chen-dong Guo, President of CTI Forum; Mr Peter Smith, General Manager in Information Technology of Hong Kong CSL; William Yeung, Director of Customers Division, SmarTone Mobile Communications; Ms Kerry Ching, Director & Head of Institutional Business of INVECO Asia; Kevin Jiang, CRM Business Development Director of SAP China; Larry Huang, Chief Training Consultant of Taiwan Call Center Development Association; and Mr Deng-song Chiou, President of Taiwan Teleservices & Technologies; Mr C. F. Lin, Director – Marketing Division of Fubon Financial Holding Company Limited, etc.

The presentations address different key aspects in customer service insightful trends, best practices and technologies, such as How to Achieve Customer Relationship Excellence; Market Challenges for Choosing and Implementing CRM Solutions Effectively; People Development and Training, CRM and Knowledge Management; and New Horizon of Call Center Outsourcing Services – Strategic Business Partner Management.

Another important highlight of the Summit is the **2002 APCSC Customer Relationship Excellence Awards Dinner Ceremony** on the night of September 9th. During the dinner ceremony, CRE Awards presentation will be made to the winners for recognizing their excellence achievement and outstanding performance in customer service and customer relationship management, such as Innovative Technology, Call Center, Corporate Service, Customer Loyalty Program, and People Development Program.



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2002 APCSC Customer Relationship Excellence (CRE) Awards Presentation

Corporate Award Categories

Customer Relationship Excellence Outstanding Achievement 2002

SMARTONE MOBILE COMMUNICATIONS LIMITED

Call Center of the Year 2002 (Financial Services)

CHINATRUST COMMERCIAL BANK LTD

Call Center of the Year 2002 (Telecommunications)

SMARTONE MOBILE COMMUNICATIONS

Call Center of the Year 2002 (Consumer Market)

SONY CORPORATION HONG KONG

Customer Service Center of the Year 2002 (Financial Services)

ING ANTAI INSURANCE COMPANY

Customer Service Center of the Year 2002 (Telecommunications)

HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Corporate Service Team of the Year 2002 (Property Management)

WELL BORN REAL ESTATE MANAGEMENT LTD

Corporate Service Team of the Year 2002 (Telecommunications)

HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Customer Loyalty Program of the Year 2002 (Financial Services)

CHINATRUST COMMERCIAL BANK LTD

Customer Loyalty Program of the Year 2002 (Telecommunications)

HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

People Development Program of the Year 2002

DAO HENG INSURANCE CO LTD

Integrated Support Team of the Year 2002

FUJI XEROX (HONG KONG) LIMITED

Customer Satisfaction Quality System of the Year 2002

CHINATRUST COMMERCIAL BANK LTD

Best Use of Call Center Technology of the Year 2002

TAIWAN TELESERVICES AND TECHNOLOGIES CO LTD

High Speed Customer Service of the Year 2002

INVESCO ASIA LIMITED

Innovative Technology of the Year 2002

BLUE CROSS (ASIA-PACIFIC) INSURANCE LTD

Service Portal of the Year

SONY CORPORATION HONG KONG

Global Support Services of the Year 2002

IBM CORPORATION (HK) LIMITED

Outsourcing Team of the Year 2002

TAIWAN TELESERVICES AND TECHNOLOGIES CO LTD

Individual Award Categories

CEO of the Year

Deng-Song Chiou, TAIWAN TELESERVICES AND TECHNOLOGIES CO LTD

CRM Director of the Year 2002

Paul Yu, HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Customer Service Manager of the Year 2002

Macy Lim, DAO HENG INSURANCE CO LTD

Customer Service Team Leader of the Year 2002

Tony Smithseree, PCCW TELESERVICES LIMITED

Customer Service Professional of the Year 2002

Anna Tai, SMARTONE MOBILE COMMUNICATIONS LIMITED



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Comments from winners of the 2002 Customer Relationship Excellence Awards:

SmarTone Mobile Communications Limited

“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”

Hutchison Telecommunications Limited

“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. 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”

China Trust Commercial Bank

“Glad to have APCSC's dedication in promoting customer service excellence and elevating the service industry to be more blooming. It's also a win-win to make the enterprises more competitive and consumers more satisfied. Chinatrust is honored to be granted all the CRE Awards participated. It's a proof that our service has achieved World Class level. At the same time, it's also an appreciation for all people working in Chinatrust call center. Thanks for APCSC's effort again!!”

INVESCO Asia Ltd

“On behalf of INVESCO and our Investor Service Centre, I would like to thank you and the Consortium for the award. In addition, I would also like to congratulate you on the success of the Shanghai conference. It was very well organized and some of the presentations brought valuable new ideas.”

Taiwan Teleservices and Technologies Co., Ltd.

“Everyone knows that APCSC has made great contributions towards customer service industry and promoted the importance of CRM for many years in Asia-Pacific. We really feel honoured to be associated with the APCSC CRE Award and are committed to participate this year. Finally, we hope more companies and industry leaders can cooperate for this important learning and sharing activities together!”

Fuji Xerox Hong Kong

“The Fuji Xerox Hong Kong is so pleased to receive this prestigious award - we pride ourselves on delivering quality services - “Do it right at one call with Human touch” to all our external customers as well as providing integrated support to our internal customers. To receive recognition like this makes our hard work worthwhile.”

The response to **APCSC Customer Relationship Excellence Awards** was very good. There are more than 20 participants. Since excellent customer service is a result of team work, not relying on one single department only, the CRE Awards have 20 award items to cover the performance of various service categories across different functions, departments and all levels of positions that need to be recognized for their consortium efforts.

APCSC launches the **CRE Awards** with the aim to recognize best practices in customer services and reinforcing experience sharing among corporations in Asia Pacific. “Furthermore, we hope to achieve the consensus of **Excellent Customer Relationship is the only way to Sharpen your Competitive Edge** for driving up customer service standard in Asia.” said Mr Jason Chu

The commencement of the CRE Awards nomination is officially announced in Shanghai for **2003**. **The deadline for submitting an application is October 10th**. The CRE Award evaluation process is built and based on international customer service standards and Customer Service best practices, so that companies achieving World Class service levels may receive international recognition.

Applications for **2003 CRE Awards** have already started. We hope to encourage more Asian corporations to elevate their customer service standard through the Awards.



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The CRE Awards Evaluation Process:

1. Self Assessment Questionnaire
2. Mystery Calls
3. Presentation and Panel Interview
4. International Customer Service Standards (ICSS)
5. Public Customer Web-voting

A customer web-vote from the general public will also take place to allow feedback on the participating nominees and place a web vote.

Organizer: Asia Pacific Customer Service Consortium (APCSC)

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 and certifies the industry recognized global certifications for Call Center and Customer Service Management with international education partners to set World-Wide Standards. Please visit our website www.apcsc.com for our global certifications and Asia Pacific Customer Relationship Excellence Award.

Co-organizer: CTI Forum

CTI Forum (www.ctiforum.com) is the exclusive portal in Call Center & CRM industry with the PRC. CTI Forum is a neutral third-party media company.

International Endorsement:

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.

China Customer Relationship Management Committee (CRMC)

The committee was initiated by more than 30 institutions, including China Telecom, China Mobile, China Network Communications Group, China Unicom, Haier Group, Legend, Motorola, Microsoft, Teleperformance, Frontrang and CTI Forum, and was approved by the Ministry of Information Industry. The aim of this committee is to enhance application technology in customer service, guiding corporations in their service provision, and protecting the interest of the customers by providing service, guidance and monitoring. By doing so, this can accelerate the development of customer service industry and the service standard.

About Taiwan Call Center Development Association (TCCDA)

TCCDA is to provide connection and network opportunities to Senior Management and Professionals from Call Centers in Taiwan. The goals are (1) Experiences Sharing; (2) Expertise Learning; (3) Employee Training; (4) Event Discussion / Reporting. TCCDA is aimed at the development and enhancement of the service quality and efficiency.

For Press enquiries/interviews, please contact Mr. Samuel Wong via tel: +852 2174 1428. Press releases are also available by email, kindly send requests to: samuel@apcsc.com

For CRE Award participation & sponsorship, please contact Mr. Paul Hilton via tel: +852 21741428 or email: paul@apcsc.com

If you are interested in additional information on Asia Pacific Customer Service Consortium, please visit the Asia Pacific Customer Service Consortium home page at www.apcsc.com