



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

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

Hong Kong, China -- January 15, 2003 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Finalists** for the **2002 Customer Relationship Excellence Award (CRE Award)**. The fourth and final stage of assessment will begin on January 15th, with the public web voting. Members of the general public will have the opportunity to place votes for the finalists through APCSC's website (www.apcsc.com), PowerPhone Networks and hongkong.com.

The goal of this CRE Award 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.

"We are very pleased with the outstanding business performance and achievements of the award finalists for each award category," said Jason Chu, Chairman of APCSC. "The award process is not an easy one, but our finalists have truly demonstrated their business commitment and leadership to excel and build strong customer loyalty with relationship and service excellence of the highest standards."

The award finalists are:-

- Blue Cross (Asia Pacific) Insurance
- Chinatrust Commercial Bank
- Dao Heng Insurance
- Fuji Xerox
- Hutchison Telecommunications
- IBM
- ING Antai Insurance
- INVESCO Asia
- SmarTone Mobile Communications
- Sony Corporation
- Taiwan Teleservice & Technologies
- Well Born Real Estate Management Ltd

Presentations from the **Finalists of the CRE Award** will be given at the **APCSC Customer Relationship Excellence (CRE) Summit**. 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 industry authorities and experts of the Leadership Community. The APCSC Summit will be held in Shanghai, April 1-2, 2003 with strong representations from the **Telecommunications, Banking and Insurance** sectors from China, Hong Kong and Taiwan, covering customer relationship best practices. Some of the speakers from our Leadership Community are:

Mr. Jason Chu, Chairman, **Asia Pacific Customer Service Consortium**

Mr. Guo Chendong, Executive Director, **CTI Forum, China**

Ms. Maggie Taw, Senior Vice President, **ING Antai Insurance, Taiwan**

Mr. William Yeung, Director of Customers Division, **SmarTone Mobile Communications**

Mr. Y H Pau, Division Manager, **Sony Corporation (HK) Ltd**

Mr. Chiu Deng-Song, President, **Taiwan Teleservices and Technologies**

"We are now looking forward to the next stage of the CRE Award assessment, which will involve the general public and their views on the award finalists," said Mr. Jason Chu, "as well as the highlight of the CRE Awards Ceremony at the Summit in Shanghai, April 1-2 2003."



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Asia Pacific CRE Award & Summit Principal Organizer:

Asia Pacific Customer Service Consortium (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

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.

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.

APCSC CRE Summit Co-Organizer:

CTI Forum

CTI Forum (www.ctiforum.com) was founded in China in March 2000 and is the exclusive organization in Call Center & CRM industry with the PRC. CTI Forum is a neutral third-party media company and is not owned or subsidized by any industry supplier. CTI's core business is their website, but offers other services such as consulting, training, exhibition, publishing and benchmarking and their customer bases stretches across Europe, Japan, Korea and the USA. Recently, CTI Forum completed market research on Chinese Call Center and later published the Chinese Call Center Industry Development Research Report.

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