



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium Announces Winners of the
2007 Customer Relationship Excellence Awards
~ The Most Important Asia Pacific Award of its Kind ~**

Hong Kong, China – June 27th, 2008 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the **2007 Customer Relationship Excellence Awards (CRE Awards)**. They are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, site visits assessment by the judging panel following the Customer Service Quality Standard (**CSQS**) criteria, public webvoting and a final round of judging by a panel of customer relationship excellence experts.

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.

Mr. Jason Chu, Chairman of APCSC said, “The Customer Relationship Excellent (CRE) Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE.”

Mr. Chu added, “The Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria has become a fundamental reference that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the Awards winners' business case presentations annually to create a progressive service movement. This positive reinforcement is what the international business community requires to create a more comprehensive roadmap of customer relationship excellence for every organization and department in serving their internal and external customers.”

Mr. Chu further expressed, “Tonight as APCSC celebrates her tenth year in promoting customer relationship excellence in the Asia Pacific region, we want to congratulate all the CRE Awards winners and thank all our advisors, members and partners for their dedication and pursuit of excellence. APCSC is very proud to witness how they continue to bring new service levels, quality standards and benchmarks to shape the future directions of business practices in making Asia Pacific a better place to live and do business!”

Mr. Michael J. Barrett, Group Managing Director of RHB Banking Group said, “We are very honoured to receive the APCSC CRE Awards. It gives a strong acknowledgement of our efforts in delivering excellent service quality and customer relationship that will continue to distinguish us in the regional market. With strong understanding of our customers' financial needs coupled with a strong dedication for quality service, we will be able to value add with personalized banking to them.” **Mr Lim Hun Joo, Country Head, RHB Bank Singapore** said, “Winning two consecutive service awards is a great testimony of our pursuit for service excellence. RHB Bank Singapore has a proven track record in the area of service excellence and we have succeeded in providing a great banking experience through innovation, dedication, flexibility and above all, great customer experience. With RHB Bank, banking is made personal.”

Mr. Kevin Lodge, Head of Customer Service Asia S.W.I.F.T. SCRL said, “At SWIFT we work together to make sure that our products meet the requirements of individual customers, and are simple and easy to use. We adopt this same approach for our support services. These awards are also recognition of our core values – ‘Customers come first’, ‘Deliver excellence simply’ and ‘People make the difference’. It is an honour to receive four awards and very motivating for our team. We would also like to thank our customers for the open expression of appreciation of the support and service provided.”

Mr. Stephen Ho, Chief Executive Officer of CPCNet said, “On behalf of everyone of the CPCNet team, we are very pleased and honored to have won four CRE awards presented by APCSC this year. This is a tremendous encouragement as well as recognition for our team’s effort toward our Customer Focus Strategy. ”

Over the years, we have been emphasizing and focusing our team to the delivery of ‘Customer Needs and Customer First’ strategy. These efforts entail many facets and manifest into different prospective of it presentation and form. Many of which reflect in the use and manipulation of the latest in technology and as well as improving our delivery process to the satisfaction of our customers. I am very happy that our strategy bear fruits and recognitions and we would like to thank APCSC of presenting these awards to us. ”

Mr. Suen Kwok Lam, MH, Managing Director, Henderson Land Group said, “Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management, is honoured to receive the ‘Innovative Technology of the Year (Property Management)’ from APCSC. Having received CRE Award in recognition for a six consecutive years since 2002, Well Born jointly participates in this year’s competition with Hang Yick and continues to demonstrate our strength in customer service. The award is a proof of our strong commitment in satisfying our customers by delivering sophisticated after-sales services. In future, we will continue to strive for even better services in the pursuit of excellence.”

Mr. H.K Jim, General Manager, Citybase Property Management Ltd said, “Citybase Property Management Ltd (Citybase) is committed to providing quality management services. With the aim of providing a world-class living and business environment to our customers, Citybase offers excellent professional property management services. It is our honor to receive three CRE Awards for 2007. Thanks to our comprehensive scheme of ‘performance pledge’ and concept of ‘Customers without boundaries’, Concordia Plaza managed by Citybase has been awarded ‘High Speed Customer Service of the Year’ and ‘Consumer Relationship Marketing Service of the Year’. Moreover, with our continuous effort in providing comprehensive and innovative services at The Center, a Grade A commercial Building on the Hong Kong Island, experienced concierge staff are on hand in the lobbies to provide assistance to our customers and visitors. As a result, The Center has been awarded ‘Customer Service Center of the Year’. These achievements are certainly a proof of our strong commitment in providing quality management services. In the future, we will continue to strive for better service in the pursuit of excellence.”

Dr. Norman Wai, Managing Director, New World Telecommunications Limited said, “It is our honour to receive 5 CRE Awards this year, namely Customer Service Team Leader of the Year (Contact Center), 2 merit awards for our customer service professional, High Speed Customer Service of the Year (Telecommunications) for the third consecutive year and Best Use of Knowledge Management of the Year (Telecommunications) for the first time. The outstanding achievement not only serves as a recognition of our dedicated effort in customer service, but also encourages our professional team’s continual pursuit in service excellence. Looking ahead, as a pioneering telecom service provider, we strive to effectively provide customer-focus, reliable communication solutions and managed services with the highest customer satisfactions.”

Mr. Patrick Poon, Chairman of Operation Committee, China Pacific Life Insurance Co., Ltd said, “Guided by the core value of business integrity, sustainable growth and pursuit for excellence, China Pacific Life Insurance devotes to create the most value for customers, shareholders, employees and other parties interested by sustainable operation and business innovation contributing to society harmonization. We are not only focusing on business increase but also on customer satisfaction by providing excellent service.

This is the second time China Pacific Life Insurance participated in the APCSC. We are honored to receive two awards for our two branch companies. It further proves our service quality and capability, and recognizes our persistent philosophy in customer-oriented business practice. We will follow this path and grow our company into a most trusted and respected professional life insurance company.”

Mr. Duncan Wong, Vice President, Customer and Systems Operations of Wharf T&T said, “We believe that it is the customer who defines quality, not us.” “At any touch point, the quality of customer experience can affect the overall customer relationship and we treat our integrated support team and contact centre as strategic units to create excellent customer experience. We are very glad that our efforts on building a quality, professional team has been paid off and our journey to continuous improvement on service excellence will be ongoing to further strengthen customers’ mindshare.”

Mr. Lv Tiangui, General Manager, Customer Contact Center, China CITIC Bank Credit Card Center said, “We are deeply honored to be awarded with the Contact Center of the Year and Best Customer Experience Management of the Year on our first CRE Awards participation. This is the best recognition for our service culture ‘Deliver service beyond expectation and savor value upon creation’. Our bank is service-oriented and with our platinum-gold-classic three-tiered service strategy, we have built a professional team focusing on our customer satisfaction and customer experience through systematic service channel perfection and team culture building measures. We appreciate that the APCSC provides us such a wonderful platform of broad communication in the Asia-Pacific region. It’s a great inspiration for us to endeavor full effort for the establishment of a quality brand in the 24-hour distant banking service industry.”

Mr. Dicto Leung, General Manager, Goodwell Property Management Limited said, “With commitment to our mission of ‘Improving Quality of Life’, we strongly believe that the provision of quality management services adds immeasurable value to our properties. We are thankful to the heartfelt support from our customers to our excellent and professional management services, which have also received numerous commendations from different sectors of the public over the years. As an equal opportunity employer, we uphold the principles of ‘Employing both the healthy and handicapped’ and ‘Using the right personnel’. We organize various training programs to our staff to enhance their professional knowledge, at the same time holding regular staff activities to foster team spirit. Through our comprehensive care to both our customers and staff, we are now truly delighted to have broken the boundary and risen to the Asia-Pacific region.”

Mr. Alkin Kwong, Vice Chairman & Chief Executive, Hong Yip Holdings Co., Ltd said, “It is the honour of Hong Yip to be the winner again presented by the Asia Pacific Customer Service Consortium with this distinguished trophy titled ‘Field Support Team of the Year 2007’ and Grandeur Property Management Co. Ltd, a subsidiary of Hong Yip, to receive the ‘Customer Satisfaction Quality System of the Year (Property Management)’ from APCSC. Thanks to our all-round field support team and the dedication of team members, we have been awarded with this prize. This award has fully manifested our competitive edges over other contenders with respect to our customer satisfaction management system and exquisite customer services. The CRE award is a good proof of our determination to achieve our corporate mission ‘To deliver premier service with ultimate courtesy, and to manage every property to the highest standard of quality’ in customer service. Grandeur is established for providing prestigious 6-stars hotel service for our customer. We will continue to strive for best quality management service to our customers.”

Mr. Jackson Wong, General Manager of THE LEGEND at Jardine’s Lookout, Goodwell Property Management Limited said, “It is with great honor to receive the ‘Best Customer Experience Management of the Year’ in our first participation in the CRE Awards. This honor has further proven that introducing Hotel Caring Services to THE LEGEND at Jardine’s Lookout is the right direction. The same standard of Hotel Caring Services will now be introduced to all of our estates managed by Goodwell, which will allow more and more of our residents to enjoy their investment rewards by receiving highly prestigious services. ‘Caring Hotel Attitude’ is a unique culture. Not only is it well received by our residents, it also sets a new benchmark for the property management industry in Hong Kong. ”

Miss Li Yan, COO of International Elite Ltd, GM of China Elite Info. Co. Ltd. said, “I’m very pleased to know that our company has been awarded by APCSC the ‘Contact Center of the Year’ and ‘Outsourcing Team of the Year’ awards, which is encouraging recognition for a company that participated in the activity for the first time. First of all, my sincere thanks go to APCSC, who build such a wonderful stage for us to show our strengths; all friends who vote for us and our partners who are all-time supportive for us; and my heartfelt thanks to all 5,000 employees who work together to where we are now. Delivering customer relation excellence is always our mission. We hope to enhance and promote our services and provide quality services to more overseas companies, and aim to grow into the biggest outsourcing service center in Asia and one of the best-known service centers in the world.”

Ms Flora Lau, Director of Customer Service, DHL Express Hong Kong said, “DHL is honored to receive the CRE Awards 2007 in the category of ‘Contact Center of the Year (Logistics)’. The award proves our achievements to the mission of Key Account Support of Customer Service Division – “To provide the sense of privileges to our key customers by offering them premium services. The award is very encouraging to the team as it recognizes our commitment to further enhance our service standard to help our key customers succeed. We will continue to strive for excellence in serving our customers in order to become their ‘FIRST CHOICE’ partner.”

The 2007 CRE Awards winners for different categories are:-

Corporate Categories

Customer Relationship Excellence Outstanding Achievement 2007

S.W.I.F.T. SCRL

Best Customer Experience Management of the Year 2007 (Banking Service)

RHB BANK BERHAD SINGAPORE

Best Customer Experience Management of the Year 2007 (Credit Card Center)

CUSTOMER CONTACT CENTER OF CHINA CITIC BANK CREDIT CARD CENTER

Best Customer Experience Management of the Year 2007 (Property Management)

GOODWELL PROPERTY MANAGEMENT LIMITED – THE LEGEND AT JARDINE'S LOOKOUT

Best Use of Knowledge Management of the Year 2007 (Internet Service Provider)

CPCNET HONG KONG LIMITED

Best Use of Knowledge Management of the Year 2007 (Telecommunications)

NEW WORLD TELECOMMUNICATIONS LIMITED

Best Use of Technology of the Year 2007 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. SHENZHEN BRANCH

Best Use of Technology of the Year 2007 (Internet Service Provider)

CPCNET HONG KONG LIMITED

Contact Center of the Year 2007 (Consumer Market)

CHINA ELITE INFO CO., LTD. (GUANGZHOU)

Contact Center of the Year 2007 (Credit Card Center)

CUSTOMER CONTACT CENTER OF CHINA CITIC BANK CREDIT CARD CENTER

Contact Center of the Year 2007 (Logistics Service)

DHL EXPRESS (HONG KONG) LIMITED

Contact Center of the Year 2007 (Telecommunications)

WHARF T&T LIMITED

Consumer Relationship Marketing Service of the Year 2007 (Property Management)

CITYBASE PROPERTY MANAGEMENT LTD - CONCORDIA PLAZA

Corporate Service Team of the Year 2007 (Property Management)

GOODWELL PROPERTY MANAGEMENT LIMITED

Customer Satisfaction Quality System of the Year 2007 (Property Management)

GRANDEUR PROPERTY MANAGEMENT COMPANY LTD.

Customer Service Center of the Year 2007 (Property Management)

CITYBASE PROPERTY MANAGEMENT LTD – THE CENTER

Field Support Team of the Year 2007 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. HEBEI BRANCH

Field Support Team of the Year 2007 (Property Management)

HONG YIP SERVICE COMPANY LTD.

Global Support Services of the Year 2007

S.W.I.F.T. SCRL

High Speed Customer Service of the Year 2007 (Property Management)

CITYBASE PROPERTY MANAGEMENT LTD - CONCORDIA PLAZA

High Speed Customer Service of the Year 2007 (Telecommunications)

NEW WORLD TELECOMMUNICATIONS LIMITED

Innovative Technology of the Year 2007 (Internet Service Provider)

CPCNET HONG KONG LIMITED

Innovative Technology of the Year 2007 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT
(HANG YICK AND WELL BORN)

Integrated Support Team of the Year 2007 (Telecommunications)

WHARF T&T LIMITED

Mission Critical Support Service of the Year 2007

S.W.I.F.T. SCRL

Outsourcing Team of the Year 2007 (Contact Center)

CHINA ELITE INFO CO., LTD. (GUANGZHOU)

People Development Program of the Year 2007 (Property Management)

GOODWELL PROPERTY MANAGEMENT LIMITED

Service Portal of the Year 2007

S.W.I.F.T. SCRL

Individual Categories

CEO of the Year 2007

STEPHEN HO, CPCNET HONG KONG LIMITED

CRM Director of the Year 2007

JO ANNE NG LOO YEN, RHB BANK BERHAD MALAYASIA

Customer Service Manager of the Year 2007 (Contact Center - Public Service)

CONNIE HUI MEI KWAN, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Manager of the Year 2007 (Customer Service Center - Retail Service)

WONG KING FAN, PRICERITE STORES LIMITED

Customer Service Team Leader of the year 2007 (Contact Center - Logistics Service)

FUNG HUI LUN, DHL EXPRESS (HONG KONG) LIMITED

Customer Service Team Leader of the year 2007 (Contact Center - Public Service)

DOROTHY LEE CHUNG NGA, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Team Leader of the year 2007 (Contact Center - Telecommunications)

KEN CHUNG WAI KAN, NEW WORLD TELECOMMUNICATIONS LIMITED

Customer Service Team Leader of the year 2007 (Customer Service Center - Retail Service)

FUNG LAI YEE, PRICERITE STORES LIMITED

Customer Service Professional of the Year 2007 (Contact Center – Logistics Service)

HENRY KWAN KIN KAY, DHL EXPRESS (HONG KONG) LIMITED

Customer Service Professional of the year 2007 (Contact Center - Public Service)

FION CHEUNG WING SZE, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Professional of the year 2007 (Contact Center - Telecommunications)

CAROLIN FUNG CHUNG KAN, HUTCHISON GLOBAL COMMUNICATIONS LTD

Customer Service Professional of the year 2007 (Customer Service Center - Airport Service)

GARMIT KAUR D/O MAHINDER SINGH, SINGAPORE AIRPORT TERMINAL SERVICES

Customer Service Professional of the year 2007 (Customer Service Center - Banking Service)

SYLVIA VERONICA ADRIANO, MAYBANK SINGAPORE

Customer Service Professional of the year 2007 (Customer Service Center - Boutique Service)

LIZA ADALINA COELHO, WING TAI CLOTHING PTE LTD

Customer Service Professional of the year 2007 (Customer Service Center - Medical Service)

JANET KHOO BENG NEO, O&G CENTRE, SINGAPORE GENERAL HOSPITAL

Customer Service Professional of the year 2007 (Customer Service Center - Public Service)

HOY MAN LIN, SBS TRANSIT LTD

Customer Service Professional of the year 2007 (Customer Service Center - Retail Service)

LAI MAN TAT, PRICERITE STORES LIMITED

Customer Service Professional of the year 2007 (Customer Service Center - Safety and Security Service)

JULIAN ONG TA WEI, SENTOSA LEISURE GROUP

Customer Service Professional of the year 2007 (Customer Service Center - Travel Service)

LIM PEE CHEN, HUP ANN TRAVEL PTE LTD

Merit - Customer Service Manager of the Year 2007 (Contact Center - Telecommunications)

ANN CHEN YU QING , WHARF T&T LIMITED

Merit - Customer Service Manager of the Year 2007 (Customer Service Center - Retail Service)

HO CHI WAI, PRICERITE STORES LIMITED

Merit - Customer Service Team Leader of the Year 2007 (Contact Center - Public Service)

MANGO CHANG FUNG KUEN, THE HONGKONG ELECTRIC CO., LTD.

Merit - Customer Service Team Leader of the Year 2007 (Contact Center - Telecommunications)

AMELIA LI MAN KUEN, WHARF T&T LIMITED

Merit - Customer Service Team Leader of the Year 2007 (Customer Service Center - Retail Service)

GARY YAU KA WAI, PRICERITE STORES LIMITED

Merit - Customer Service Team Leader of the Year 2007 (Customer Service Center - Retail Service)

SAM SUM HIN KWAN, PRICERITE STORES LIMITED

Merit - Customer Service Professional of the Year 2007 (Contact Center – Logistics Service)

JANET CHANG SIU CHU, DHL EXPRESS (HONG KONG) LIMITED

Merit - Customer Service Professional of the Year 2007 (Contact Center - Public Service)

ERIC TANG WAI HUNG, THE HONGKONG ELECTRIC CO., LTD.

Merit - Customer Service Professional of the Year 2007 (Contact Center - Telecommunications)

LO YUET YING, HUTCHISON GLOBAL COMMUNICATIONS LTD

Merit - Customer Service Professional of the Year 2007 (Contact Center - Telecommunications)

KATHY CHAN CHEUK KAN, HUTCHISON GLOBAL COMMUNICATIONS LTD

Merit - Customer Service Professional of the Year 2007 (Contact Center - Telecommunications)

ADA CHEN SIU FONG, NEW WORLD TELECOMMUNICATIONS LIMITED

Merit - Customer Service Professional of the Year 2007 (Contact Center - Telecommunications)

YUKY WAN YUK KAN, NEW WORLD TELECOMMUNICATIONS LIMITED

Merit - Customer Service Professional of the Year 2007 (Customer Service Center - Retail Service)

JOEY CHEUNG SHEUNG KAM, PRICERITE STORES LIMITED

Winners are invited to speak at the APCSC CRE & CSQS Summit on June 26-27, 2008. 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 from the Customer Relationship Excellence Leadership Community.

Asia Pacific CRE Awards Organizer:

Asia Pacific Customer Service Consortium (www.apcsc.com)

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “*Customer Relationship Excellence 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 CRM, Customer Service, Contact Center with global education partners and international membership organizations to set World-Wide Standards.

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**For Press interviews, APCSC CRE & CSQS Summit participation, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**