



Asia Pacific  
Customer  
Service  
Consortium

Asia Pacific Customer Service Consortium  
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**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2003 Customer Relationship Excellence Award  
- The Most Important Asia Pacific Award of its Kind -**

Hong Kong, China – May 6th, 2004 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the *2003 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.

“The market competition is the key driver for customer relationship excellence and business innovation. In the 2003 CRE Awards participants, we have seen exceptional companies with innovations and leaderships introducing new business rule and service standards from different industries. APCSC is also introducing the Customer Service Quality Standards (CSQS) to help companies build a world class framework for customer focused business management system in Asia Pacific,” said Mr. Jason Chu, Chairman of APCSC.

Mr. Chu added, “We would like to congratulate the winning companies in recognition of their achievements in Customer Relationship Excellence under various award categories. We trust their successes and examples set forth will become the benchmark not only in their own sector, but across the service industries in Asia Pacific to promote Customer Relationship Excellence as a core business value.”

The 2003 CRE Awards winners for different categories are:-

**Corporate Categories**

**Customer Relationship Excellence Outstanding Achievement 2003**  
HONG KONG CSL LIMITED

**Call Center of the Year 2003 (Above 500 Seats)**  
EASTERN HOME SHOPPING NETWORK

**Call Center of the Year 2003 (Above 100 Seats)**  
PCCW LIMITED, IDD0060

**Call Center of the Year 2003 (Above 50 Seats)**  
HONG KONG CSL LIMITED

**Call Center of the Year 2003 (Below 50 Seats)**  
PCCW LIMITED, BUSINESS NETVIGATOR

**Customer Satisfaction Quality System of the Year 2003**  
TAO HEUNG HOLDING LIMITED

**Customer Service Center of the Year 2003**  
HONG KONG CSL LIMITED



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**Consumer Relationship Marketing of the Year 2003 (Mobile Communications)**  
HONG KONG CSL LIMITED

**Customer Loyalty Program of the Year 2003 (Mobile Communications)**  
HONG KONG CSL LIMITED

**Customer Loyalty Program of the Year 2003 (Consumer Market)**  
PCCW LIMITED, NO. 1 CLUB

**Mission Critical Support Services of the Year 2003**  
S.W.I.F.T. SCRL

**Global Support Service of the Year 2003**  
S.W.I.F.T. SCRL

**People Development Program of the Year 2003 (Call Center)**  
EASTERN HOME SHOPPING NETWORK

**People Development Program of the Year 2003 (Hospitality)**  
TAO HEUNG HOLDING LIMITED

**High Speed Customer Service of the Year 2003**  
PCCW LIMITED, OPEN CENTER

**Corporate Service Team of the Year 2003 (Hospitality)**  
TAO HEUNG HOLDING LIMITED

**Corporate Service Team of the Year 2003 (Real Estate Management)**  
WELL BORN REAL ESTATE MANAGEMENT LIMITED

**Best Use of Call Center Technology of the Year 2003 (Financial Services)**  
DAO HENG INSURANCE CO. LTD.

**Best Use of Call Center Technology of the Year 2003 (Consumer Market)**  
EASTERN HOME SHOPPING NETWORK

### **Individual Categories**

**CEO of the Year 2003 (Hospitality)**  
WAI-PING CHUNG, Tao Heung Holding Limited

**CEO of the Year 2003 (Consumer Market)**  
JENNIFER SUNG, Eastern Home Shopping Network

**CRM Director of the Year 2003**  
MACY LIM, Dao Heng Insurance Co. Ltd.

**Customer Service Manager of the Year 2003**  
HERBERT CHEE, PCCW Limited, IMS Customer Service

**Customer Service Team Leader of the Year 2003**  
MAISIE KWONG, New World Telecommunications Limited

**Customer Service Professional of the Year 2003**  
FIONA TANG, PCCW Limited, Call Center Development



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**Merit - Customer Service Team Leader 2003**  
HSING FAN, Eastern Home Shopping Network

**Merit - Customer Service Team Leader 2003**  
WANDA SUN, PCCW Limited, Call Center Sales

**Presentations** from a selection of the **Winners of the CRE Award** were given at the **APCSC Customer Relationship Excellence (CRE) Award Dinner on May 6th, 2004**. In addition, winning companies have been invited to speak at the APCSC Summit, to be held in September 2004 in Hong Kong.

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 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.

### **2004 Customer Relationship Excellence Awards Enrolment**

2004 Participation & Application forms may be downloaded from the following site:-  
<http://www.apcsc.com/cseaward/2004/index.asp>

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**For Press interviews and APCSC CRE Summit participation**, please contact Mr. Samuel Wong via tel: 852 2174 1428. [samuel@apcsc.com](mailto:samuel@apcsc.com)

**For CRE Award and sponsorship**, please contact Mr. Paul Hilton via tel: 852 2174 1428 or email: [paul@apcsc.com](mailto:paul@apcsc.com)