



Asia Pacific  
Customer  
Service  
Consortium

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**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2004 Customer Relationship Excellence Award  
- The Most Important Asia Pacific Award of its Kind -**

Hong Kong, China – May 12th, 2005 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the *2004 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.

“This year we have seen many world class companies joining the CRE Awards. The Customer Service Quality Standard (CSQS) as site assessment criteria has also raised the bar for CRE Awards participants with a comprehensive world class frame work.

This year we have also received the more individual award applicants from both Hong Kong and China who are well versed with customer service best practices, and many of them have also attained professionalism in industrial accreditations and global certifications.

All of these demonstrate the global trend to develop professionalism for the customer service industry and the evolution of sound quality standards for customer service organizations.,” 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 believe that 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.”

Mr. John Choi, Managing Director of Ocean Empire International Limited, said, “It is such a great honour for our company to be granted four awards in the category of Hospitality by APCSC. All of our 800 staff are highly motivated and regard these as driving force for our better development in the coming years.”

Ms. Wallis Tam, Assistant General Manager, Call Center Sales, PCCW Limited said, “PCCW is devoted to creating the industry's best customer experience through effective sales management. For the past several years, we kept a long-term vision in addition to achieving our sales result. Customers will naturally stay if they had a happy experience while using our service. Other people can then be gained through the word-of-mouth from our faithful customers. Like last year, our commitment to deliver high quality customer service has been affirmed with 5 Corporate Awards and 4 Individual Awards from the Customer Relationship Excellence Award held by the Asia Pacific Customer Service Consortium”

The 2004 CRE Awards winners for different categories are:-

### **Corporate Categories**

**Customer Relationship Excellence Outstanding Achievement 2004**

CASCADE LIMITED, A WHOLLY-OWNED SUBSIDIARY OF PCCW LIMITED

**Call Center of the Year 2004 (Above 1000 Seats)**

PCCW LIMITED - CALL CENTER SALES

**Call Center of the Year 2004 (Above 150 Seats)**

SUNDAY

**Call Center of the Year 2004 (Above 100 Seats)**

DHL EXPRESS (HONG KONG) LIMITED

**Call Center of the Year 2004 (Above 50 Seats)**

SONY CORPORATION OF HONG KONG LIMITED

**Call Center of the Year 2004 (Below 50 Seats)**

DAO HENG INSURANCE CO., LTD.

**Customer Satisfaction Quality System of the Year 2004**

HEWLETT – PACKARD HK SAR LIMITED

**Customer Satisfaction Quality System of the Year 2004 (Financial Services)**

AMERICAN INTERNATIONAL ASSURANCE COMPANY (BERMUDA) LIMITED

**Customer Satisfaction Quality System of the Year 2004 (Hospitality)**

OCEAN EMPIRE INTERNATIONAL LIMITED

**Customer Service Center of the Year 2004**

SONY CORPORATION OF HONG KONG LIMITED

**Consumer Relationship Marketing of the Year 2004**

SUNDAY

**Customer Loyalty Program of the Year 2004**

STARWOOD PREFERRED GUEST (A LOYALTY PROGRAMME FROM STARWOOD HOTELS & RESORTS WORLDWIDE)

**Customer Loyalty Program of the Year 2004 (Hong Kong)**

SUNDAY

**Mission Critical Support Services of the Year 2004**

HEWLETT - PACKARD HK SAR LIMITED

**Global Support Services of the Year 2004**

EXEL HONG KONG LIMITED

**People Development Program of the Year 2004**

EXEL HONG KONG LIMITED

**People Development Program of the Year 2004 (Hospitality)**

OCEAN EMPIRE INTERNATIONAL LIMITED

**People Development Program of the Year 2004 (Property Management)**

WELL BORN REAL ESTATE MANAGEMENT LIMITED

**High Speed Customer Service of the Year 2004**

PCCW LIMITED - CALL CENTER SALES

**Corporate Service Team of the Year 2004 (Property Management)**

HONG YIP SERVICE COMPANY LIMITED

**Corporate Service Team of the Year 2004 (Hospitality)**

OCEAN EMPIRE INTERNATIONAL LIMITED

**Corporate Service Team of the Year 2004 (Integrated Communication)**

PCCW LIMITED - CALL CENTER SALES

**Best Use of Call Center Technology of the Year 2004**

PCCW LIMITED - NETVIGATOR CUSTOMER SERVICE

**Integrated Support Team of the Year 2004**

CASCADE LIMITED, A WHOLLY-OWNED SUBSIDIARY OF PCCW LIMITED

**Integrated Support Team of the Year 2004 (Hong Kong)**

IT CUSTOMER SERVICES - THE HONG KONG JOCKEY CLUB

**Innovative Technology of the Year 2004**

CASCADE LIMITED, A WHOLLY-OWNED SUBSIDIARY OF PCCW LIMITED

**Outsourcing Team of the Year 2004**

EXEL HONG KONG LIMITED

**Service Portal of the Year 2004**

PCCW LIMITED - NETVIGATOR CUSTOMER SERVICE

## **Individual Categories**

### **CEO of the Year 2004**

JOHN CHOI, OCEAN EMPIRE INTERNATIONAL LIMITED

### **CRM Director of the Year 2004**

JONATHAN WONG SUN ON, SUNDAY

### **Customer Service Manager of the Year 2004**

DANIEL LUI SZE CHIU, SUNDAY

### **Customer Service Team Leader of the Year 2004**

ELAINE LAU YEE LING, NEW WORLD TELECOMMUNICATIONS LIMITED

### **Customer Service Professional of the Year 2004**

ADELE CHU, PCCW LIMITED - CALL CENTER SALES

### **Merit - Customer Service Manager of the Year 2004 (China)**

VANESSA TAM, PCCW LIMITED - CALL CENTER SALES

### **Merit - Customer Service Manager of the Year 2004 (Hong Kong)**

HELEN CHAN SUK YEE, DHL EXPRESS (HONG KONG) LIMITED

### **Merit - Customer Service Manager of the Year 2004 (Hong Kong)**

CONNIE SO WAN YUK, NEW WORLD TELECOMMUNICATION LIMITED

### **Merit - Customer Service Team Leader 2004 (China)**

ECHO LAM KWAN TING, SUNDAY

### **Merit - Customer Service Team Leader 2004 (Hong Kong)**

ALBY TAM YUEN-YEE, HUTCHISON GLOBAL COMMUNICATIONS LIMITED

### **Merit - Customer Service Team Leader 2004 (Hong Kong)**

ERIC LI, NEW WORLD MOBILITY

### **Merit - Customer Service Team Leader 2004 (Hong Kong)**

FELIX XU, PCCW LIMITED - CALL CENTER SALES

### **Merit - Customer Service Professional of the Year 2004 (China)**

SEASON CHEUNG HAI TAO, SUNDAY

### **Merit - Customer Service Professional of the Year 2004 (Hong Kong)**

FELIX LAI CHEUK KIN, SUNDAY

### **Merit - Customer Service Professional of the Year 2004 (Hong Kong)**

EMILY WONG HOI LING, NEW WORLD MOBILITY

### **Merit - Customer Service Professional of the Year 2004 (Hong Kong)**

RAINY SO, 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 12th, 2005**. In addition, winning companies have been invited to speak at the APCSC CRE & CSQS Summit, to be held in Q4 of 2005. 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 **“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 Call Center Customer Service, and CRM with global education partners and international membership organizations to set World-Wide Standards.

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

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