



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium Announces Winners of the
2005 Customer Relationship Excellence Awards
- The Most Important Asia Pacific Award of its Kind -**

Hong Kong, China – July 12th, 2006 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the **2005 Customer Relationship Excellence Awards (CRE Awards)**. Winners 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.

“We are glad to see more industries participating in the CRE Awards in a growing economy this year. This is clear evidence that customer relationship excellence and robust customer service quality standard are the same business value shared among world class companies and industry leaders. During good economy, the ability to maintain and deliver excellence service is even more important to stay ahead of the industry benchmark and profit earnings.

All corporate and individual category winners have demonstrated professionalism and high service standards. The Customer Service Quality Standard (CSQS) as our judging criteria is instrumental in improving customer oriented corporate governance of the award participants and further recognizing the CRE Awards winners.” said Mr. Jason Chu, Chairman of APCSC.

Mr. Chu added, “We have received growing interests from different parts of Asia, in particular China and South Asia. With the business successes of the CRE Awards winners, we trust the CRE experience shared will bring a new level of Business Excellence in the entire region.”

Mr. Francis Lee, Director & General Manager (Engineering) of The Hongkong Electric Co., Ltd. said, “It is our honor to receive three CRE Awards for 2005, namely, Call Centre of the Year (below 50 seats), Integrated Support Team of the Year and Mission Critical Support Service of the Year. These Awards are very encouraging to us as they recognize our persistent efforts in achieving world-class supply reliability and delivering superior customer services. All along it has always been our goal to meet and exceed our customers’ expectations. Building on what we have achieved, we will continue to strive for even better services for our customers in the future.”

Mr. William Yeung, Chief Operating Officer of Hong Kong Broadband Network Ltd said, " Hong Kong Broadband Network Limited devotes to delivering an engaging customer experience by providing unparalleled customer service and superlative products. The awards we received from APCSC in the category of call center and customer service center demonstrate one of our achievements in the pursuit of excellence. It is also an honor to our staff who have contributed to the result."

Mr. Mingo Kwan, Asset Management Director of Hysan Development Company Limited, said, “We are very honoured to receive this award for our Satisfaction Management System designed as a continuous service improvement process to gauge tenants’ satisfaction levels and to identify areas for improvement. The system has proved to be a valuable means to capture important feedback on customer expectation. We are encouraged by the recognition and it is certainly an impetus for us to continue our efforts in striving for service excellence.”

Mr. Joseph Yeung, Managing Director of Pacific Satellite International Limited said, “To be successful in today’s marketplace, Pacific Satellite excels at developing and deploying the latest technologies, while providing excellent services to the customers. Our Customer Service Team possesses the customer-oriented mindset and the positive attitude to work in the service industry, and the desire to continue cultivating this customer-oriented culture within the group. We are honored to receive the CRE Awards, and thank you for all the staff in our Customer Service Department for putting in their best effort, and our customers for their continuous support towards Pacific Satellite.”

Mr. Suen Kwok Lam, MH, Managing Director of Well Born Real Estate Management Limited said that “Well Born is dedicated to providing sophisticated property management services to premium luxury apartments and mass residential-cum-retail projects developed by the Henderson Land Group. Being the first local property manager in Asia named the Corporate Service Team of the Year in CRE Awards 2003, we are honoured to receive CRE Awards for 3 consecutive years. It proves that the “Interactive Management Model” developed by Well Born empowers us to excel in customer service that is widely acclaimed by our customers.’

Mr. Bob van den Oord, General Manager of Eaton Hotel Hong Kong said, ““We Care”, a unique and comprehensive culture change program, underlines our caring for staff, guests, the hotel and the community. With the dynamic changes at Eaton Hotel over the past 2 years, the “We Care” initiative ensures the hotel and its staff are all focused on the same goals. We are honored to receive the eminent awards “Corporate Service Team of the Year” and “People Development Program of the Year” from APCSC. This is certainly recognition of our achievements in elevating the quality, competence and standards of our associates and successfully repositioning Eaton as one of the best hotels in its class.”

Ms. Macy Lim, Senior Manager Personal Insurance of Dao Heng Insurance Co., Ltd. said, “This has been the fourth year that Dao Heng Insurance won the CRE Awards and we are honoured to receive “Consumer Relationship Marketing Service of the Year 2005”. Insurance industry has always been in keen competition, and through delivering excellent service, we develop long term relationship with our clients. This enables us to increase our market share. Participating in the CRE Awards offers us not just recognition but its judging criteria also provide an opportunity to benchmark our performance and arouse our awareness for ongoing improvement.”

Ms. Anita Tam, General Manager, Customer Service, New World Telecom said, “New World Telecom is honoured to have received four awards this year. We endeavour to deliver quality customer service for pre-sales and after-sales activities, with particular attention to provide focus on the customized services to our corporate customers. We also value the professional ride on the latest professional developments in technology, service delivery processes, human resources and performance management for the best advantages of our customers. We will continue to strive for world-class service to win even higher level of satisfaction from the customers in the future.”

The 2005 CRE Awards winners for different categories are:-

Corporate Categories

Call Center of the Year 2005 (Above 500 Seats)

HONG KONG BROADBAND NETWORK LTD.

Call Center of the Year 2005 (Below 50 Seats)
THE HONGKONG ELECTRIC CO., LTD.

Customer Satisfaction Quality System of the Year 2005
HONG YIP SERVICE CO., LTD.

Customer Satisfaction Quality System of the Year 2005 (Integrated Communication)
PACIFIC SATELLITE INTERNATIONAL LIMITED

Customer Service Center of the Year 2005
HONG KONG BROADBAND NETWORK LTD.

Consumer Relationship Marketing Service of the Year 2005
DAO HENG INSURANCE CO., LTD.

Mission Critical Support Service of the Year 2005
THE HONGKONG ELECTRIC CO., LTD.

Global Support Services of the Year 2005
S.W.I.F.T. scrl

People Development Program of the Year 2005
EATON HOTEL HONG KONG

High Speed Customer Service of the Year 2005
NEW WORLD TELECOMMUNICATIONS LIMITED

Corporate Service Team of the Year 2005
EATON HOTEL HONG KONG

Best Use of Knowledge Management of the Year 2005
HYSAN DEVELOPMENT COMPANY LIMITED

Integrated Support Team of the Year 2005
THE HONGKONG ELECTRIC CO., LTD.

Customer Experience Management of the Year 2005
WELL BORN REAL ESTATE MANAGEMENT LIMITED

Individual Categories

CRM Director of the Year 2005
BRYAN J. SMITH, AMERICAN INTERNATIONAL ASSURANCE COMPANY, LIMITED

Customer Service Manager of the Year 2005 (Contact Center)
ANN CHONG SIU YING , PACIFIC SATELLITE INTERNATIONAL LIMITED

Customer Service Manager of the Year 2005 (Service Center)
PACKY YEUNG SUI PIK, PRICERITE STORES LIMITED

Customer Service Team Leader of the Year 2005 (Contact Center)
WINNIE HUNG LEUNG LEUNG, NEW WORLD TELECOMMUNICATIONS LIMITED

Customer Service Team Leader of the Year 2005 (Service Center)
EMILY WONG SUK YIN, PRICERITE STORES LIMITED

Customer Service Professional of the Year 2005 (Contact Center)
HAWKINS FONG HOK KWAN, STANDARD CHARTERED BANK (HONG KONG) LIMITED

Customer Service Professional of the Year 2005 (Service Center)
AELLY NG HOI YAN, STANDARD CHARTERED BANK (HONG KONG) LIMITED

Merit - CRM Director of the Year 2005
BRIAN HAUGHAN, S.W.I.F.T. SCRL

Merit - Customer Service Manager of the Year 2005 (Contact Center)
CHAN KAM YAU, NEW WORLD TELECOMMUNICATIONS LIMITED

Merit - Customer Service Manager of the Year 2005 (Service Center)
KINGSON LAM KA YEE, PRICERITE STORES LIMITED

Merit - Customer Service Team Leader of the Year 2005 (Contact Center)
FLORENCE IP LAI PING, DHL GLOBAL FORWARDING

Merit - Customer Service Team Leader of the Year 2005 (Service Center)
ERIC WAN KAI KWONG, PRICERITE STORES LIMITED

Merit - Customer Service Professional of the Year 2005 (Contact Center)
ANGELA KWOK MAN YI, BUPA (ASIA) LIMITED

Merit - Customer Service Professional of the Year 2005 (Contact Center)
CECILIA AU YEUNG FUNG SZE, DHL GLOBAL FORWARDING

Merit - Customer Service Professional of the Year 2005 (Contact Center)
PHOEBE LAU PUI YAN, LYRECO

- Merit - Customer Service Professional of the Year 2005 (Contact Center)**
NICOLE AU LOK HING, NEW WORLD TELECOMMUNICATIONS LIMITED
- Merit - Customer Service Professional of the Year 2005 (Service Center)**
JOYCE KU YI MAN, PRICERITE STORES LIMITED

Winning companies were invited to speak at the APCSC CRE & CSQS Summit held on 11-12 July 2006. 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 Customer Service, Call Center and CRM with global education partners and international membership organizations to set Standards World-Wide.

~~~~~

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