



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](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

## NEWS RELEASE

### APCSC Announces the Finalists of 2005 Customer Relationship Excellence Award - The Most Important Asia Pacific Award of its Kind -

Hong Kong, China -- April 24, 2006 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Finalists** for the **2005 Customer Relationship Excellence Award (CRE Award)**. The final assessment for public web voting begins on April 24th. Members of the general public now have the opportunity to place votes for the finalists through APCSC's website ([www.apcsc.com](http://www.apcsc.com)) for one-month period from April 24th to May 24th. APCSC will host the public web voting for customers in Asia Pacific.

The 2005 CRE Award finalists are:-

- *Dao Heng Insurance Company Limited*
- *Eaton Hotel Hong Kong*
- *Hong Kong Broadband Network Ltd.*
- *Hong Yip Service Co. Ltd.*
- *Hysan Property Management Ltd.*
- *New World Telecommunications Ltd.*
- *Pacific Satellite International Ltd.*
- *S.W.I.F.T. srl*
- *The Hongkong Electric Co., Ltd.*
- *Well Born Real Estate Management Ltd.*

"After the first few rounds of assessment, we are very pleased to announce the finalists of the 2005 CRE Awards," said Mr. Jason Chu, Chairman of APCSC. "The final stage is the most challenging one because it demonstrates the company's customer relationship and engagement to be reflected by their customers' endorsement through web voting. Customers can vote for the company that have successfully cultivated and maintained excellent customer relationship, brand image, market leadership and word-of-mouth."

**Finalists are also invited to present at the CRE and CSQS Summit to be held in Hong Kong on July 11 and 12.** The winners of the CRE Award will be announced in July and a special CRE Award Dinner Ceremony will be held on July 12th in Hong Kong.

The goal of the CRE Award is to promote and recognize excellence in customer relationship and service quality in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of their customers and the organizations that they serve.

Please visit [www.apcsc.com](http://www.apcsc.com) for the latest information and learn more about the CRE Awards. Applications for the 2006 Customer Relationship Excellence Awards will be open soon.

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#### About Asia Pacific Customer Service Consortium (APCSC) [www.apcsc.com](http://www.apcsc.com)

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. Through the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship Excellence as a core business value** 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.

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**For Press interviews and APCSC CRE Awards participation and sponsorship**, please contact Ms Stella Lau by tel: (852) 21741428 or email: [enquiry@apcsc.com](mailto:enquiry@apcsc.com)