



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

CASCADE LIMITED RECEIVES THE HIGHEST LEVEL OF CUSTOMER SERVICE QUALITY STANDARD SITE CERTIFICATE FROM APCSC

Hong Kong, China – 10 March 2006 –**The Asia Pacific Customer Service Consortium (APCSC)** presented the **Customer Service Quality Standard (CSQS)** site certificate to **CASCADE LIMITED(CASCADE)**, a wholly owned subsidiary of **PCCW Ltd.**, in recognition of their achievements and high level of compliance to **CSQS Level III Strategic Business Unit** for their **Customer Account Servicing (CAS)** Section . Customers of the IP, IT and Telecommunications industries will get a boost in the quality and consistency of customer account services.

CASCADE has met the highest level of requirements with the world class customer service standard of **CSQS** in achieving best practices in many aspects. As a market leader, CASCADE has not held back after winning the **Customer Relationship Excellence (CRE) Awards – Outstanding Achievement 2004**. They continue to impress Asia Pacific business communities by adopting the latest and most advanced **Customer Service Quality Standard** with fully integrated processes across departments; demonstrating best practices in service effectiveness; and exceeding customer expectations with excellent customer relationship management.

Mr. Jason Chu, Chairman of APCSC, commented, “CASCADE has achieved an outstanding performance by achieving the highest score of 10 “Best Practices” in 10 areas under the world class CSQS standard and have now been accredited as CSQS Level III Strategic Business Unit. Their various Quality Improvement Team (QIT) projects have been strategic for continuous improvement and business efficiency. Their continuous investments made in people development, innovative technology deployment, and business processes streamline and integration have been mission critical business drivers for high ROI and sustained customer loyalty. CASACDE’s persistence in search of service and relationship excellence has fortified PCCW’s dominant position as a market leader in Asia. Congratulations!”

Mr. Chan Wing-Wa, Managing Director, CASCADE LIMITED said, “One of the core business values of CASCADE is to continuously pursue excellence in customer service. CASCADE’s customer service operations is at world class standards, and we are always striving to be even better. With our high level of service quality, our customers don’t have to worry about their IT and telecommunications infrastructure and can focus on the betterment of their own business. CSQS is the most comprehensive certification focusing on customer service quality on a world class level. I am honored that CASCADE has received the “Customer Service Quality Standard Top Achievement”, which further reinforces our commitment in customer service excellence.”

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (**HKU**), with industry support by the CSQS Committee Asia. It is the highest certification awarded to customer service organizations that strive to develop customer relationship excellence.

The CSQS offers a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard. Through the CSQS Committee, CSQS benefits from a practitioner-based, user-driven set of best-practice standard that can be followed by service organizations to manage and improve their customer service supply chain systematically and effectively so that customer and service recipient requirements and expectations are met consistently and efficiently with the delivery of service excellence.



About CASCADE LIMITED (CASCADE) (www.cascade-limited.com)

CASCADE is a wholly owned subsidiary of PCCW with a wealth of experience. Designing, building and operating state-of-the-art telecom and IT infrastructure is what we do best. With decades of accomplishment, and reinforced by more than 3,000 technical experts and highly skilled engineers, we offer pragmatic one-stop solutions covering a wide range of technical specialties in network planning and design, network operations and maintenance, network management, and customer service. As the operator of one of the world's most advanced broadband networks, we have been a powerful force behind PCCW, providing over 99.99% reliability and world-class service to customers in Hong Kong. As both an operator and a consultant, no one knows your business better than we do. We understand the value of standing by our clients for a long-term partnership.

About Asia Pacific Customer Service Consortium (APCSC) (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.

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**For Press interviews, CSQS and CRE Awards, please contact Ms. Stella Lau via  
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