



Asia Pacific  
Customer  
Service  
Consortium

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**For Immediate Release**

## **HELP DESK INSTITUTE-JAPAN STUDY TOUR TO HONG KONG *APCSC Organizes CSQS RoundTable on Outsourcing and Off-shoring Service***

Hong Kong, 19 November 2007 – Spearheaded by the Help Desk Institute – Japan (HDI-Japan) and organized by the Asia Pacific Customer Service Consortium (APCSC) in Hong Kong, the HDI-Japan Study Tour (the Study Tour) delegates visited several Customer Relationship Excellence Awards (**CRE Awards**) winners, leading companies in Hong Kong. The purpose of this study tour is examination, study and exchanging information of support/service related subjects between Asian excellent support centers and HDI delegation from Japan.

APCSC held the **CSQS Roundtable** focusing on the subject of **Outsourcing and Off-shoring Service** to facilitate the Study Tour and shared the best practices of the *Customer Service Quality Standard (CSQS)* in further elevating both captive and outsourcing contact centers, customer service and BPO service providers in Asia to achieve customer relationship excellence.

Mr. Tatsumi Yamashita, CEO HDI-Japan said, "We had very productive visits to CRE Awards winning companies in Hong Kong. I express my warm thanks to APCSC and Mr. Jason Chu, the chairman of APCSC. I believe APCSC and HDI-Japan are collaborating well with each other for both members' success in Asia Pacific continuously."

Mr. Jason Chu,, Chairman of APCSC said, "We would like to express sincere gratitude towards Wharf T&T Ltd, Hewlett-Packard HK SAR Limited and S.W.I.F.T. SCRL for making the Study Tour a success with each participating company's knowledge sharing, service excellence, innovation and commitment for creating unique customer experience. APCSC looks forward to promote best practices and customer relationship excellence sharing with international leaders to set standards worldwide."

The Study Tour facilitated by Mr. Tatsumi Yamashita, CEO of HDI-Japan and Mr. Jason Chu, Chairman of APCSC, aims to enrich Japan-based executives' understanding of the strategies and services required to effectively deliver a strong and differentiated value proposition in IT support service industries by sharing experiences and learning from the Hong Kong's CRE Awards winning companies. Wharf T&T, Hewlett-Packard and S.W.I.F.T. SCRL shared their success in achieving customer relationship excellence and provided guided tours to their contact centers in Hong Kong for the Japanese delegates. Some of the delegates included Toshiba Information Systems Technology Inc., HowCom Co., Ltd., Nippon Oil Information Technology Corporation and HDI-Japan. Meanwhile, the Japan-based senior executives also shared the best practices of IT support and customer service in Japan during the CSQS Roundtable discussion session.

### **About 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 Customer Relationship Management, Customer Service and Contact Center with global education partners and international membership organizations to set World-Wide Standards.

### **About the Help Desk Institute – Japan [www.hdi-japan.com](http://www.hdi-japan.com)**

HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized,



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standards-based industry certification and training programs.

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