

Customer Relationship Excellence Awards



2003

Welcome Pack

Table of Contents

TABLE OF CONTENTS	I
A MESSAGE FROM THE CHAIRMAN	1
INTRODUCTION AND OVERVIEW OF THE 2003 CRE AWARDS	2
INTERNATIONAL CUSTOMER SERVICE STANDARDS	2
ENDORSED AND SUPPORTED BY INTERNATIONAL BODIES	2
PURPOSE OF THE AWARDS	2
PURPOSE OF THE AWARDS	3
BENEFITS OF PARTICIPATION	3
CATEGORY DEFINITIONS AND EXPLANATIONS	4
<i>Scenario 1 – Three or more participants from the same industry</i>	4
<i>Scenario 2 – Less than three participants from the same industry</i>	5
<i>Scenario 3 – Three or more participants from the same industry and less and than three participants from the same industry</i>	5
CORPORATE CATEGORIES	6
<i>Customer Relationship Excellence – Outstanding Achievement</i>	6
<i>Global Support Services of the Year</i>	6
<i>Call Center of the Year</i>	6
<i>Customer Service Center of the Year</i>	6
<i>Outsourcing Team of the Year</i>	6
<i>Integrated Support Team of the Year</i>	6
<i>Corporate Service Team of the Year</i>	6
<i>Service Portal of the Year</i>	6
<i>Customer Loyalty Program of the Year</i>	7
<i>Customer Satisfaction Quality System of the Year</i>	7
<i>People Development Program of the Year</i>	7
<i>Best Use of Call Center Technology of the Year</i>	7
<i>Innovative Technology of the Year</i>	7
<i>High Speed Customer Service of the Year</i>	7
<i>Consumer Relationship Marketing Service of the Year</i>	7
<i>Mission Critical Support Service of the Year</i>	7
INDIVIDUAL CATEGORIES	8
<i>CEO of the Year</i>	8
<i>CRM Director of the Year</i>	8
<i>Customer Service Manager of the Year</i>	8
<i>Customer Service Professional of the Year</i>	8
<i>Best Language Capability Professional of the Year</i>	8
<i>Team Leader of the Year</i>	8
ASSESSMENT PROCEDURES AND JUDGING CRITERIA FOR CORPORATE ORGANISATIONS	9
1. SELF ASSESSMENT QUESTIONNAIRE	9
2. MYSTERY CALLS / MYSTERY VISIT	11
3. BUSINESS CASE PRESENTATION	12
4. INTERNATIONAL CUSTOMER SERVICE STANDARD (ICSS: 1999-2002)	13
5. INTERNET WEB VOTE	13

ASSESSMENT PROCEDURES AND JUDGING CRITERIA FOR INDIVIDUALS	14
LETTER OF APPLICATION	14
TELEPHONE INTERVIEW	16
CRE AWARDS CALENDAR	17
WHERE TO GET HELP.....	18
CORPORATE & INDIVIDUAL	18
AWARD CEREMONY & FORUMS.....	18
SPONSORSHIP OPPORTUNITIES	18
FREQUENTLY ASKED QUESTIONS (FAQ)	19
APPLICATION FORM & ENROLMENT FEES.....	22

A Message from the Chairman

Customer Relationship Excellence is the only way to your market leadership!

Welcome to the Asia Pacific Customer Relationship Excellence Awards (CRE Awards). I would like to personally thank all of our past participants of the 2002 Awards as well as to welcome newcomers to Asia's only most prestigious Customer Relationship Excellence Awards.

The goal of the Consortium 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 organisations that they serve.

In order to achieve this, APCSC continues to reward those organisations who excel in Customer Relationship Excellence, and who ultimately provide maximum value and contribution to both Customers and the organisation itself.

Organisations are continually striving to better themselves, which we are very proud to see, and we trust that this will be the on-going trend in the service industry. During the latter part of this year, we have been subject to very turbulent times; the war in Iraq and the SARS crisis. Even in these difficult times, those of you in the service industry always bounce back with greater strength, with your Customers' interests at heart.

I hope that through these prestigious awards, you are able to participate and learn from one another amongst the World-Class leaders and achieve your goals and objectives, and gain the international recognition you deserve.

On behalf of the Asia Pacific Customer Service Consortium, I wish you good luck and success!



Jason Chu
Chairman, APCSC



Introduction and Overview of the 2003 CRE Awards

Relationship Excellence is Your Way Forward!

The Customer Relationship Excellence Awards (CRE Awards) have been launched to provide professionals and experts in the Customer Service industry with recognition of superior service and an on-going contribution to business value.

International Customer Service Standards

The CRE Awards also take the standards set out in the International Customer Service Quality Standards into consideration. As this is a regional award, APCSC has adopted the International Customer Service Standards (ICSS) as a guideline for participating organisations.

Whilst it is not necessary to conform to these standards, APCSC believes that the procedures defined in the ICSS will provide a useful insight as to the level and quality of service that is expected of a World-Class organisation.

Endorsed and Supported by International Bodies

Through a strategic partnership the Customer Service Institute of Australia (www.csia.com.au), APCSC has combined the expertise and knowledge required to develop, deliver and manage the 2003 CRE Awards event.





Purpose of the awards

- To help improve organisational awareness for Contact Center performance, Customer Service Best Practices, Capabilities, and Results
- To serve as a working tool to help organisations understand and manage their customers expectations and service performance index
- To serve as a recognition of an organisations outstanding performance and who excel in Customer Service Excellence
- To serve as a recognition of an individuals capabilities, skills and contribution to the business operation
- To increase awareness and knowledge of Customer Service Excellence

Benefits of Participation

- Recognition of participating organisation's achievements in Customer Service, increasing and enhancing its credibility and image in the market place
- Increased customer perception and confidence in dealing with the organisation
- Continuous improvement opportunities and benchmarking of the organisation's Customer Service efforts through APCSC's comprehensive CRM Benchmarking program
- Greater focus on Customer Service throughout the entire organisation
- Increased morale at all levels of the organisation



Category Definitions and Explanations

The following information provides participating organisations with a definition of each award category as well as details of the considerations made during the assessment process.

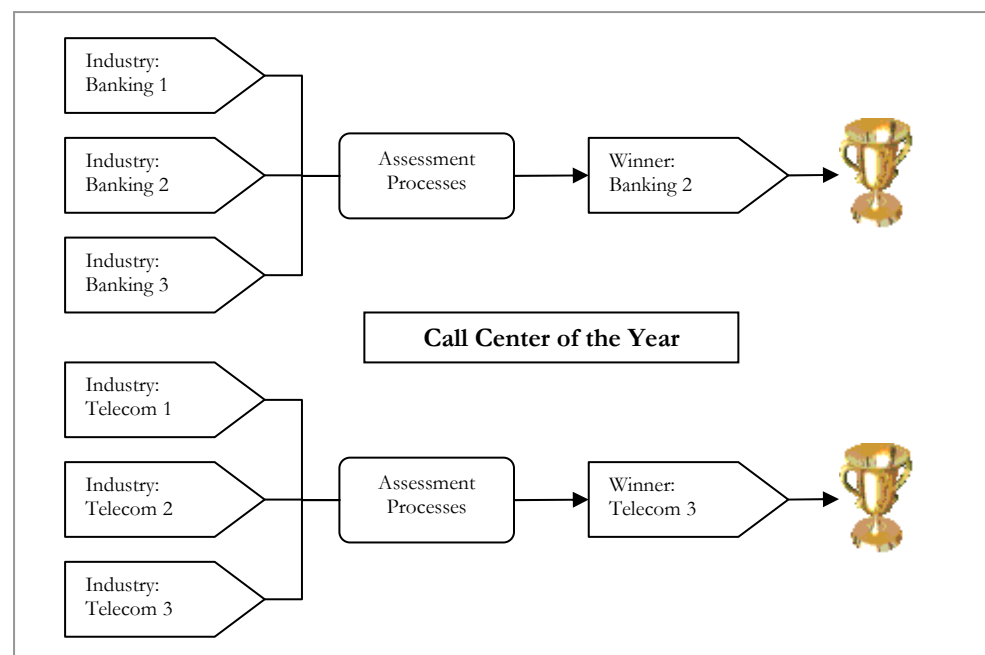
There are two areas in which an organisation by choose to participate:-

1. Corporate
2. Individual

Whilst there can be winners for each category per industry, only Corporate participants (not individuals) can participate in “Customer Relationship Excellence – Outstanding Achievement”. If you join this category, there can only be one winner, regardless of your industry.

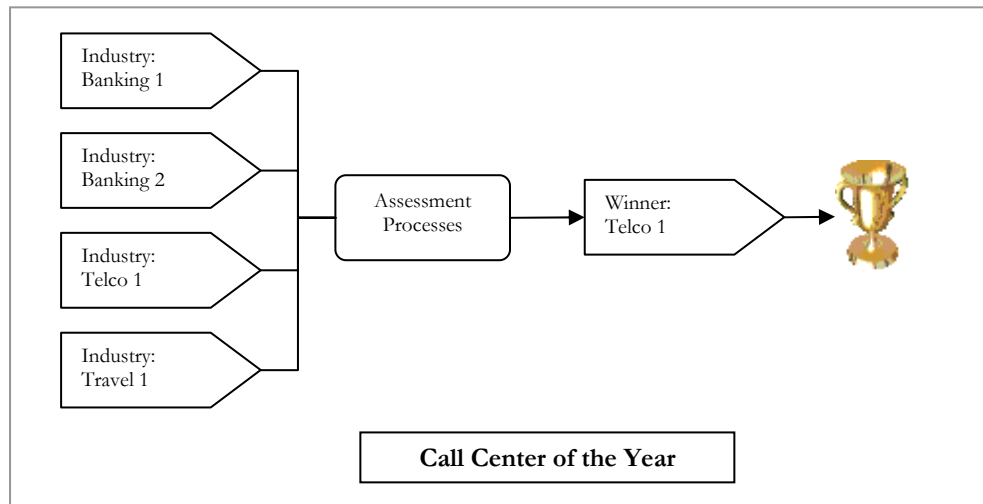
There has to be at least three participating companies from the same industry for an award to be presented to that industry winner. For categories that do not have three or more participating companies from the same industry, a single winner for that category will be announced, regardless of industry. In the event that there are three or more participants from the same industry and less than three participants from the same industry, an award will be presented to the industry winner and the winner of the mixed industry.

Scenario 1 - Three or more participants from the same industry

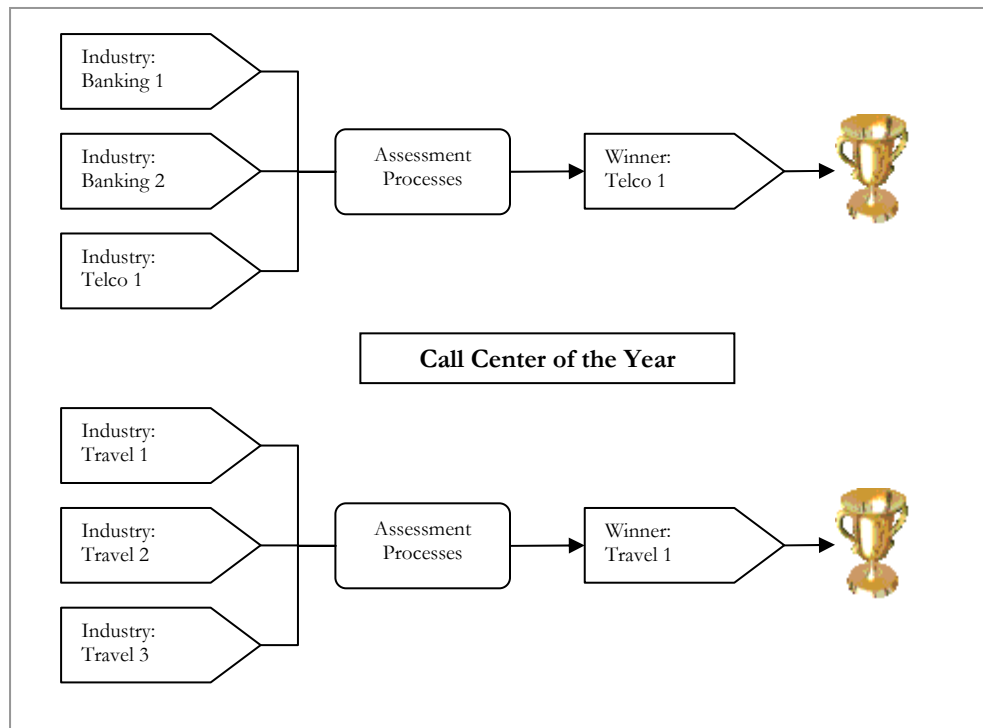




Scenario 2 - Less than three participants from the same industry



Scenario 3 - Three or more participants from the same industry and less and than three participants from the same industry





Corporate Categories

Customer Relationship Excellence - Outstanding Achievement

Organisations that have a world-class customer support infrastructure will be awarded the Outstanding Achievement Award. This is in recognition of their superior and unparalleled service to their customers and their contribution to the success of the organisation.

Global Support Services of the Year

Global support organisations that are providing excellent global support to their customers will be awarded in recognition for their seamless global and regional coordination, support around the globe, multi-site systems and multi-language capabilities.

Call Center of the Year

Call Centers that utilize innovative methods, metrics and ideas to provide quality support to their customers with strong business performance will be awarded recognition. Internal management of the Call Center, creative staff incentive programs and telemarketing strategies will also be taken into consideration.

Customer Service Center of the Year

Customer Service Centers that provide superior face-to-face services to their customers as well as their service environment in which customers are supported with high quality services will be awarded recognition.

Outsourcing Team of the Year

Companies who are providing excellent outsourcing services will be awarded recognition on their efforts in supporting their clients' customers. Internal management, creative staff incentive programs, training, quality assurance and effective telemarketing also will be taken into consideration.

Integrated Support Team of the Year

Organisations who work together as an integrated team to deliver World-Class support to their customers will be awarded recognition. These include, but are not limited to, Help Desks, IT Support, Marketing, Customer Service Department, Internal Support Teams etc.

Corporate Service Team of the Year

Corporate Service deals with internal or intra-office functional services offered across departments in the company including but not limited to finance and accounting, human resources, legal council, marketing and communications. Large scale support teams providing excellent service on a particular corporate service will be awarded recognition on their efforts in building customer-centric value at the forefront of their mission.

Service Portal of the Year

Companies who are utilizing the Internet as a strategic channel of excellent customer support will be awarded recognition on their efforts in providing an easy-to-navigate website as well as support content and feedback channels. In addition, response time, self-services, automation, knowledge management and service delivery will also be taken into consideration.



Customer Loyalty Program of the Year

Companies who provide successful loyalty programs for their customers will be awarded the recognition for their design, value, incentives and beneficial content. In addition, overall management of the loyalty program will be evaluated together with logistical aspects of the program.

Customer Satisfaction Quality System of the Year

Companies who regularly monitor their customer feedback and use this feedback to implement corrective actions will be awarded recognition on their efforts in placing customer satisfaction as an important aspect of their service performance.

People Development Program of the Year

Companies who have implemented a comprehensive staff training and development program will be awarded the recognition on their efforts in elevating the quality, competence and standards of their Customer Service professionals. In addition, companies who provide retention and channels for career development programs will also be taken into consideration.

Best Use of Call Center Technology of the Year

Companies who have made the best use of call center technologies as part of their commitment to Customer Service quality will be awarded recognition. In addition, connectivity and harmonization of these technologies will also be taken into consideration.

Innovative Technology of the Year

Service providers and vendors who have engineered technologies to assist with the enhancement of customer service will be awarded recognition for their efforts and contribution to Customer Relationship Management.

High Speed Customer Service of the Year

Companies who have high volumes and/or make outbound calls will be awarded recognition for their efficiency and ability to serve customers. Response times and first call resolution rates will be a primary consideration as part of the assessment process.

Consumer Relationship Marketing Service of the Year

Companies who offer effective relationship marketing programs and execution teams that continue to offer sustained customer relationship and affiliation with different segments of the customer base will be awarded recognition.

Mission Critical Support Service of the Year

Companies that are providing mission critical support services that require an extraordinary degree of reliability, sustainability and availability will be awarded recognition. In addition, the scope of the services provided, the level of knowledge required, the response time to customer requests, contingency measures and disaster recovery processes will all be key areas of assessment. Companies will have to demonstrate their ability to handle and solve the most complex problems, highlighting the importance of the business impact to their customers.



Individual Categories

CEO of the Year

The nominee must have demonstrated vision and leadership over several years. This includes specific situations or initiatives where the nominee's vision, business insights, leadership to communicate and inspire have guided his or her organisation to a new level of growth, achievement or recognition.

CRM Director of the Year

The nominee must have demonstrated a solid commitment to elevating and raising the standard of Customer Service throughout the organisation by making the best use of CRM strategies, development programs and use of technologies. This includes specific campaigns or initiatives where the nominee's leadership and visionary insight, commitment, skills and ability have guided his or her department to a new level of service quality and customer loyalty.

Customer Service Manager of the Year

The nominee must have demonstrated a solid commitment to elevating and raising the standard of Customer Service throughout the organisation by leading his or her team on the path to success. This includes management skills in people, performance, communications that have been demonstrated to the customers and Customer Service team /department as well as his or her contribution in emphasizing the value of the Customer Service Center, Help Desk or Call Center.

Customer Service Professional of the Year

The nominee must have demonstrated a solid commitment to elevating and raising the standard of Customer Service provided by the organisation. In addition, he or she must have demonstrated exceptional Customer Service skills and a passion for ensuring customer satisfaction is achieved or exceeded at each and every contact.

Best Language Capability Professional of the Year

The nominee must have demonstrated a solid commitment to elevating and raising the standard of Customer Service provided by the organisation. In addition, he or she must have demonstrated exceptional language abilities and is able to serve and support the organisation's customers in a wide variety of languages.

Team Leader of the Year

The nominee must have demonstrated a solid commitment to elevating and raising the standard of Customer Service throughout the organisation by demonstrating leadership and guiding his or her team on the path to success. The nominee must also be well versed in communication best practices, demonstrating excellent skills in mid-management and people coaching.



Assessment Procedures and Judging Criteria for Corporate Organisations

Guidelines for Success!

In order to have a 360 degree view of your organisation and to assess all of the components involved with a World-Class support organisation, a formal assessment is conducted and achieved through five comprehensive stages:-

1. Self Assessment Questionnaire

Participants must complete a comprehensive questionnaire that will elicit information regarding their service and support operation(s). The questionnaire will reflect the category or categories in which the organisation is participating.

Please note that some areas will not be applicable to you, depending on the category or categories you are participating in:-

Customer Related

- **Process and Performance**
 - Service Level Agreements (SLA's)
 - Standard Operating Procedures (SOP's)
 - Customer Satisfaction Levels
 - Marketing techniques
 - Feedback and complaint processes
 - Escalation procedures
 - First call / visit resolution rates
 - Follow up techniques & After sales service
 - Support channels
- **Measurement and Performance – TELEPHONE**
 - Comprehensive analysis of 21 Key Performance Indicators (KPI's)
- **Measurement and Performance – FACE TO FACE**
 - Comprehensive analysis of various Key Performance Indicators (KPI's)
- **Measurement and Performance – EMAIL**
 - Comprehensive analysis of 15 Key Performance Indicators (KPI's)



Organisation Related

- **Business**
 - Layout of support operation
 - Type of products / services supported
 - Disaster recovery plans (support continuity)
 - Locations of customer support touch points
 - Relationship strategies

- **Quality Monitoring**
 - Qualitative measurements
 - Performance monitoring techniques
 - Dispute management
 - Customer Experience Management

- **Technology**
 - Technologies used to support customers
 - Strategy for implementing new technologies
 - Technologies used to ensure Customer Relationship Excellence and superior Customer Relationship Management
 - IT Infrastructure & IT Knowledge

- **Knowledge Management**
 - Storage and organisation of knowledge
 - Knowledge capture strategies
 - Addressing problems of knowledge management

- **Human Resources**
 - Selection criteria & methodologies
 - Staff orientation programs
 - Training & time allocation
 - Training content
 - Career development
 - Motivation techniques
 - Staff retention

- **Salaries & Benefits**
 - Allowances
 - Sales commissions
 - Overtime



2. Mystery Calls / Mystery Visit

Participants will be visited (in the case of a Customer Service Center) and/or telephone calls will be made to the participating Contact Center or Help Desk to evaluate service quality and for comparison against the self assessment.

The following are areas that will be assessed during the Mystery Call & Mystery Visit stages on a 5-point scale,;-

For Mystery Call:-

- Speed of Answer
- Answered by IVR
- Time in IVR (Time from start of call until speaking to a Human)
- Number of times put on hold (where applicable)
- Total time on hold (where applicable)
- Number of times transferred / escalated
- Language used (i.e. English, Cantonese, Mandarin)
- Total Call Duration

1. Pleasantness & Friendliness	5	4	3	2	1
Spoke clearly and positively					
Asked “how may I help” or similar phrase					
Thanked the customer for calling by name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Professional service	5	4	3	2	1
Was professional and consistent					
Displayed confidence and enthusiasm					
Remained focused and objective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summarized the call					
3. Reliability & effectiveness	5	4	3	2	1
Used active listening					
Created Rapport					
Understood requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Ability to help	5	4	3	2	1
Was knowledgeable and helpful					
Gave explanations					
Provided alternative solutions / products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asked if he / she could help with anything else					
5. Follow-up	5	4	3	2	1
Advised customer to call back for further assistance					
Responded within an acceptable timeframe					
Provided a solution to your enquiry / problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 = Strongly Satisfied, 1 = Strongly Dissatisfied



For Mystery Visit:-

- Décor and Layout
- Initial Greeting & Body Language
- Atmosphere
- Customer Refreshments
- Information Leaflets
- Customer Suggestion Box / Feedback

1. Pleasantness & Friendliness	5	4	3	2	1
Spoke clearly and positively					
Asked “how may I help” or similar phrase					
Thanked the customer for visiting by name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Professional service	5	4	3	2	1
Was professional and consistent					
Displayed confidence and enthusiasm					
Remained focused and objective					
Summarized the enquiry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Reliability & effectiveness	5	4	3	2	1
Used active listening					
Created Rapport					
Understood requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Ability to help	5	4	3	2	1
Was knowledgeable and helpful					
Gave explanations					
Provided alternative solutions / products					
Asked if he / she could help with anything else	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Follow-up	5	4	3	2	1
Advised customer to visit again for further assistance					
Responded within an acceptable timeframe					
Provided a solution to your enquiry / problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 = Strongly Satisfied, 1 = Strongly Dissatisfied

3. Business Case Presentation

Participants are required to attend a special Award Forum to present their business case. An assessment of the case content will be made and applicants must be ready to answer related questions from the audience. A video recording of all presentations will be made for further assessment by our award committee.

The Business Case

Corporate and SME’s are required to submit and present an overview of their operation. The details of the business case are to be defined by the participating organisation; however, APCSC recommends that you be creative and innovative



when making your case. The following are recommended areas to be explored, however, please do not limit yourself to only these areas:-

- The role of Customer Relationship Excellence in your organisation
- Contact and Customer Service Center performance
- Successful strategies for attracting and retaining customers
- Innovation & technology, and the role it plays within your organisation
- Service and Support overview
- Interdepartmental communication
- Measuring success and customer satisfaction levels
- Identifying revenue opportunities

Format of Business Case Presentation

Participants may choose to use a presentation tool, such as Microsoft® PowerPoint™ or use a flipchart. No bias or preference will be made to the method used to present your case.

Audience

There will be members from other competing companies present during your presentation. They will have the chance to watch your presentation and you will have the chance to watch theirs. In order to give a fair advantage to the participating companies, all presentations are collected prior to the business case presentation and are not allowed to be changed once submitted.

Language of Communication

The preferred language of communication for your presentation is English, as there are companies participating from different countries.

4. International Customer Service Standard (ICSS: 1999-2002)

Whilst it is not mandatory to conform to the ICSS, applicants will be measured against these standards to check for compliance in the respective areas. A copy of the ICSS is available for download at:-

http://www.csia.com.au/Standards/ICSS/ics_page_1.asp.

5. Internet Web Vote

A shortlist of semi-finalists will be drawn up based on the business case presentation. The general public will have the opportunity to place a vote for the short listed participants. The web vote will be accessible via APCSC's homepage.



Assessment Procedures and Judging Criteria for Individuals

Guidelines for Success!

Individual participants of the 2003 CRE award are required to submit a letter of application to explain why they should receive an award. A telephone interview of the short listed participants will be conducted to allow the individual to elaborate further on their experiences.

Letter of Application

The content of the letter should include the following:-

- Individuals Name
- Job Title
- Company or Organisation
- Years of Service
- Type of support they provide (e.g. Inbound, Outbound, Telemarketing etc.)
- Applicants CV (if applicable)
- Any reference letter from their manager or letter from a customer praising their achievements
- Any internal award that the individual has won
- Any other supporting information that will contribute to the individual's application (try to be creative and innovative!)

An example letter is given on the next page. Please do not directly copy this information or scenario; the individual should be creative in his or her application. Please pay attention to the comments given in the “<” and “>”.

The example letter is aimed at the Customer Service Professional (also referred to as frontline staff). The format should remain the same for other levels of individuals; however, as the level of seniority increases, the content of the letter should reflect this and include leadership topics.

Please forward all material to : **Asia Pacific Customer Service Consortium, CRE Awards, 9/F Surson Commercial Building, 140-142 Austin Road, Tsim Sha Tsui, Kowloon, Hong Kong.**



Name:	Joseph Mak
Title:	Customer Service Professional
Company:	ABC Corporation Limited
Years of Service in industry:	3
Type of support:	Inbound and Outbound Support

Dear APCSC,

After hearing about your award program, I felt it was appropriate for me to enter this award since I have been working in the service industry for over 3 years and have won several internal awards for performance and also employee of the month. Please kindly note the attached certificates for your reference.

I am aware of the highly challenging criteria for the individual selection process and I am confident that my experience and service skills will certainly be competitive to others who are currently participating in this award.

My responsibilities at work are very important to the company, since I am the first point of contact for our customers. With this in mind, it is important that I project a professional image whilst representing my company as well as to provide complete customer satisfaction at all times. <...continue to explain and elaborate as necessary>

I'd also like to share with you a recent enjoyable experience with a customer who had a problem, which I was able to resolve to the customers complete satisfaction. Initially, the customer was quite upset about <explain a particular case or experience that was enjoyable>. They had been trying to resolve the problem for some time, but with no success. Since the problem required a high degree of authority, I was able to provide a solution since our company provides frontline empowerment. This enables me to make strategic decisions and to reach a solution fast. <...continue to explain and elaborate as necessary >

The perception of good customer service is quite apparent to me, I'd also like to share with you the important values of customer service and how I can utilize these values in order for me to provide consistent service quality to our customers. <...explain a little about the values of customer service and best practices. Continue and elaborate as necessary.>

Thank you for giving me the opportunity to share with you my experience and thoughts on Customer Relationship Excellence,

*Sincerely,
<Name of Applicant>*



Telephone Interview

Based on the letter of application, individuals will be short listed for a telephone interview. The telephone interview will be conducted by a member of the award panel and will consist of the following:-

- Question & Answer (Q&A) session based on the individual's letter of application and outlook on service excellence

Successful individuals will be notified when the telephone interview will commence.

This is a casual process and individuals are reminded that this is a non-stressful exercise. The objective is to assess the individual's personality, mindset and attitude towards Customer Service and the perceived value they bring to the organisation.

Audience

There will be no audience present during the telephone interview.

Language of Communication

The preferred language of communication is English; however, the individual may communicate in Chinese (Mandarin or Cantonese).



CRE Awards Calendar

Important dates for you to remember

There are a number of important dates to pay particular attention to. Participants may be required to attend certain events and winners will be required to attend the Award Ceremony.

2003 (Tentative)	
June - October 10th	Public Nominations & Applications
October 10th	Nomination & Application Deadline
October 31st	Self Assessment Deadline
November	Business Case Presentations
November - December	Evaluation & Short-listing of Applicants
2004	
January - February	Web voting Session
April	APCSC Summit & Award Ceremony : Announce Winners

Please kindly note that the schedule may be subject to change for reasons out of the control of APCSC. We will notify all participants of any changes to the schedule in advance.



Where to get Help

If you require assistance or have any questions, you may refer to the following list for contact information.

Corporate & Individual

Contact Mr. Paul Hilton on +852 21741428 or email paul@apcsc.com

Award Ceremony & Forums

Contact Mr. Paul Hilton or Mr. Jason Chu on +852 21741428 or email paul@apcsc.com / jason@apcsc.com

Sponsorship Opportunities

If your organisation would like to sponsor the CRE Awards, please contact Mr. Paul Hilton on +852 21741428 or email paul@apcsc.com for a sponsorship information pack.



Frequently Asked Questions (FAQ)

The following are answers to frequently asked questions. If your question is not listed, please contact Mr. Paul Hilton on +852 2174 1428 or email paul@apcsc.com

Who presents the winning awards?

The awards will be presented by selective industry leaders from the Customer Service industry.

Who is the Chairman of the Award Committee?

The Award Committee is joint-chaired by Mr. Jason Chu (APCSC), Mr. Pete McGarahan (Help Desk 2000) and Mr. Brett Whitford (CSIA).

How many people are on the committee?

There are 5 people on the Award Committee.

How do you plan to make site visits / mystery calls for the companies participating from overseas?

APCSC will appoint a neutral partner to conduct site visits and mystery calls in accordance with APCSC's strict Standard Operating Procedures. The information and findings will be forwarded to APCSC for review.

When will the awards be presented?

The awards will be presented at an Award Ceremony during the Asia Pacific Customer Service Consortium Summit (2-day conference) in April. Please contact us for an updated schedule or check the CRE Award website at <http://www.apcsc.com/cseaward/2003/index.htm>

What happens if my company is the only one in its industry? Can I still win an award?

Yes, you still have the chance to win an award. Please refer to "Category Definitions and Explanations" in this document.

I noticed that you mention the International Customer Service Standard (ICSS); do I have to be certified or approved?

No, you are not required to be ICSS1999:2003 certified. APCSC will make reference to this standard only as a guideline.

Where will the award ceremony be held?

The venue for the award ceremony will be announced at the beginning of 2004. Please contact us for an update or visit the CRE Award website at <http://www.apcsc.com/cseaward/2003/index.htm> for the latest information.

Once enrolled, if I decide not to participate, will I get a refund?

We are sorry; we cannot offer a refund once you have enrolled.



How many departments can participate in this award?

You can enter as many departments as you wish. You will have to pay the initial enrolment fee of HK\$10,000 and then HK\$5,000 per department per category. For example, you would like to enter two departments and 4 categories. The calculation is shown below:-

Department A, including 1 category = HK\$10,000
 Additional category for Department A = HK\$5,000
 Department B category = HK\$5,000
 Department B additional category = HK\$5,000
Total = HK\$25,000

Or...

Department A, including 1 category = HK\$10,000
 Additional 3 categories = HK\$15,000
Total = HK\$25,000

I want to know how successful I am in the webvoting, and how other companies are performing. Can you tell me?

Yes and No. We can only indicate what position your company is currently holding at the time of your enquiry. We cannot and will not disclose information about other participating companies relating to their performance at any stage of the assessment process.

We would also kindly request that you limit your enquiry to once per week.

Will there be any opportunity for a customer to register a negative vote during the webvoting against my company?

Yes. Webvoting allows your customers to give positive and negative experiences. This provides a clearer picture from the customers point of view.

I want my webvoting data, can I have it?

We can provide a detailed summary of your customers input for an additional charge. If you would like to obtain this information, please indicate on the registration form. The administration charge is HK\$1500.

When will I know that my company has won an award?

All participating companies will be notified 2 weeks prior to the award ceremony as to what awards have been given.

Can I publish my own press release?

Yes, you can make arrangements for any press releases or public relationship campaigns; however, we would kindly ask that you publish your correspondence on or after the award ceremony.

I am your member, is there any discount?

Of course! All APCSC members enjoy benefits such as discounts, Certified Call Center Training and Research Reports.



I want to join more categories, but the deadline has passed - is there anything I can do?

We are sorry, but once the deadline has passed, we will not accept any more applications – even if you are already participating.

My company also wants to be your sponsor; does this affect my chances of winning an award?

Absolutely not. We do not give preferential treatment to a company who is both participating and sponsoring the CRE Awards.

I made a mistake in my self assessment, can I change it?

Yes, as long as the deadline hasn't passed. In some special cases, we may accept changes to your self assessment after the deadline. Please contact us to discuss.

There is an emergency; I can't attend the business case presentations. What should I do?

We can arrange a suitable time for you to make a special presentation, however there will be an extra charge of HK\$2000 to cover administrative costs. Please try to make sure that there will be someone else available to make the presentation in the event that you cannot make it.

Can I invite a business colleague or my customer to attend the business case presentations?

Only APCSC members are permitted to attend the business case presentations. If you are our member, you may bring one external person. This event is closed to the general public.

Who should make the business case presentation?

We strongly recommend that a senior member of your management team make the presentation, since some of the questions from the audience may require a senior person to give an appropriate response. It would also project a better image of your organization as well as your seriousness in participating in the CRE Awards.

There is confidential information in my presentation, I don't want to share it with other participants. Will this affect my chances of winning an award?

No. APCSC fully respects the privacy and intellectual property of all of the participating companies. Please ensure that you mention this at the start of your presentation, so everyone's expectations are set.

There are many awards out there, why is yours so special?

The Customer Relationship Excellence Awards are currently the only regional award for Asia Pacific. This means that you are not only competing in your local market, but also against other participating companies around the region. This creates a much more competitive environment, and for the winners, better value and return on investment. In addition, the award framework has already enjoyed much success in the USA and Australia, and has already been adopted as the standard by many leading global organizations.

