

NEWS RELEASE

Healthcare Leaders Awarded with People Site Certification from APCSC

Our commitment in customer-centric services excellence starts from first point of customer contact.

Hong Kong, China, 15 June 2017 – Three leading companies have been awarded the **People Site Certification (PSC)** from Asia Pacific Customer Service Consortium (APCSC), in recognition of their people development and commitment in providing world-class professional services covering Hong Kong, Asia Pacific, and global markets.

The awarded companies are:

- Celki VitalAire
- Mead Johnson Nutrition (Hong Kong) Limited
- Quality HealthCare Medical Services Limited

The honored business units are:

- Customer Service Department
- Consumer Relationship Management Department
- Customer Services Department

The People Site Certification is an accreditation offered to **APCSC Member Companies** that have **over 90% of their Customer Service and Contact Centre staff remain certified under APCSC's Global Certification program**, including Certified Customer Service Professional (CCSP), Certified Contact Centre Professional (CCCP), Certified Contact Center Supervisor (CCCS), Certified Contact Center Manager (CCCM), and Certificate in Customer Service Management (CCSM).

Mr. Jason Chu, Chairman of APCSC emphasized, "Customer experience has becoming the number one differentiator for leading brands. Customer loyalty and word of mouth are based on the proactive and personalized service and value offered by companies through every interaction via different touchpoints. Therefore, successful development, empowerment and engagement of employees are fundamental to CRE customer experience, and will directly impact the execution and delivery of values and services. Successful CRE leaders reinforce the employees' commitment and development, through customer centric initiatives, culture, and teambuilding engagement in order to offer highly satisfactory customer solutions that create loyalty. Congratulations to the People Site Certification firms and business units for their commitment in professional development to ensure excellent services start from the first point of customer contact and customer experience management strategies to lead the market and to achieve win-win-wins for stronger satisfactions, relationships and loyalty."

Mr. Alfred Tang, Director of Service of Celki VitalAire said, "Celki VitalAire is delighted to receive 'People Site Certification', 'CSQS Level 2 Certification' and 'CRE Awards for Best Customer Experience Management of the Year (Healthcare)' from Asia Pacific Customer Service Consortium. As a new comer, the whole process had been a challenging one but rewarding. The CSQS has given us a solid structure to assess our service organization and enable us to prioritize our effort to excel in our service level in this dynamic market. These awards have reassured our commitment in delivering customer centric service and recognition of the effort from our colleagues in order to achieve the ultimate goal - improving the 'Quality of Life' of our customers."

Ms. Ruthia Wong, Vice President and General Manager of Hong Kong of Mead Johnson Nutrition said, "Mead Johnson Nutrition has been supporting Hong Kong families for nearly half a century. Apart from offering high quality pediatric nutrition products, we value different communications with parents through various online and offline channels. We are honored to receive The People Site Certification from APCSC once again, and we will continue to demonstrate our commitment in people development and customer-centric services."

Ms. Elaine Chu, Chief Operation Officer of Quality HealthCare Medical Services Ltd. said, "We are very pleased to once again be awarded by the Asia Pacific Customer Service Consortium. This is the recognition of our efforts and commitment to providing top quality customer service. I believe it could motivate all the staff at Quality HealthCare to endeavor to exceed our customer expectations. The 24-hour medical call centre of our Customer Services Department (CSD) often acts as the first point of customer contact, answering enquiries on different services. CSD handles more than 70,000 calls and 6,000 emails a month, including enquiries on panel doctors' information, appointment booking, emergency assistance, and inpatient admissions. Quality HealthCare is proud of the continuous commitment and dedication that our staff has demonstrated towards quality services. We are always actively listening to our customers' feedbacks, and we treat them as useful resources for our ongoing improvement and measurement of success." Ms. Chu commented, "As Quality HealthCare continues to support the community and visitors, we will allocate adequate resources to empower our staff through training, certification and knowledge management to strive for all rounded service excellence. As a market leader in medical call center, we commit to deliver quality customer services to our clients so as to achieve future success in meeting customer's needs."

The People Site Certification is offered free of charge to **APCSC Member Companies** and is renewed on an annual basis provided that 90% or more of the staff remain certified under APCSC's Global Certification program. For **Global Certification Program, People Site Certification** or press enquiries/interviews, please contact Ms. Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: enquiry@apcsc.com or visit www.apcsc.com

About Asia Pacific Customer Service Consortium (www.apcsc.com)

APCSC is founded with the belief of that "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 the Regions and to recognize and reward governments, 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 Contact Center, CRM and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

About Mead Johnson Nutrition (Hong Kong) Limited

Mead Johnson Nutrition is the world's leading company in infant and children's nutrition. We develops safe, high quality and science based formula products that help meet the nutritional needs of infants and children in over 50 countries and regions since 1905. Mead Johnson was established in Hong Kong for nearly half a century and are trusted and popular among parents. Mead Johnson Nutrition is making the commitment to social responsibility, with the continuously cooperate with different NGOs for years to motivate and support about infant and young children's nutrition and health education.

About Quality HealthCare Medical Services Limited

Quality HealthCare Medical Services Limited (QHMS), Hong Kong, became part of Bupa, an international healthcare group, in October 2013. QHMS' operations span diagnostics, primary healthcare and day care specialties. With roots tracing back to 1868, QHMS serves the community through a network of around 100 multi-specialty centres and over 800 affiliated clinics offering Western Medicine, Traditional Chinese Medicine, Diagnostics & Imaging, Dental, Physiotherapy services, etc. It also operates a private nursing agency. QHMS is one of the largest providers of



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healthcare services to corporates in Hong Kong. In 2016, the Group recorded more than 2.8 million healthcare visits. QHMS endeavors to enhance the quality of our professional services continuously to satisfy the needs of customers and patients.

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**For Press interviews, People Site Certification, International CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship**, please contact Ms. Lau via tel: (852) 2174 1428, [enquiry@apcsc.com](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, QQ : 2303712688, WeChat: APCSC\_CRE