

**FOR IMMEDIATE RELEASE**

**APCSC held CSQS Roundtable in Shanghai**  
**Rebuild the confidence of consumers and market through implementing the**  
**Customer Service Quality Standard**

**Hong Kong, China – March 26 2009** – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable in Shanghai. The Roundtable, with the theme of **“How to revive consumer's market confidence by delivering excellent customer services”**, have attracted experts and senior managerial level of the Customer Service field from different industries including Finance, Property Management, Telecommunication and Insurance to join and have warm discussion.

Mr. Jason Chu, the chairman of APCSC, had a presentation on **“How to use CSQS to achieve higher ROI”** during the Roundtables, clearly introduced the Customer Service Quality Standard, including the three levels of CSQS Accreditation, best practices and benchmarking, four components that are recommended for the organization to implement, the CSQS Balanced Scorecard and etc. Through the sharing of the success stories and winning strategies of the winning companies of the Customer Relationship Excellence Awards (CRE Awards) from Hong Kong, Taiwan, Singapore, Europe and etc, Mr. Chu explored how to perfectly use the Customer Service Quality Standard to increase the Return of Investment of a corporate under current market and corporate environment.

Mr. Chu emphasized, “Facing the deepening financial crisis, challenges and opportunities, the Customer Service Quality Standard has become even more important. It helps market leaders to reinforce their leading positions and to integrate their business objectives measured by the balanced scorecard Key Performance Indicator (KPI)s together with their daily business operations controlled by the ISO standards, so that companies are able to define its responsibilities, have better operation procedures and resources management and achieve high ROI.” To achieve customer relationship excellence, APCSC has long been committing to develop the service standard and certification program, which help build the foundation and benchmarking of professional customer service in the Asia Pacific Region.

APCSC has invited MySoft to be the media partner of the CSQS Roundtables. Representatives from many leading companies and associations of different industries, e.g. Yako Yan, Chairman and Chief Consultant of China Call Centre and BPO Association; Jiang Baodong, Deputy General Manager of Custom Servicing Department of China-Singapore Suzhou Industrial Park Land Co. Ltd.; Xiao Zhou, Senior Manager of Customer Services Centre of China Union Pay; Pan Yi Man, Manager of Shanghai Vanke Property Service Co. Ltd; Ms. Joan Qiu, Manager of Customer Service of CapitaLand; Dancy Miao of Senior Operation Manager of Customer Relations of Forte and etc., have attended the Shanghai

In addition to Mr. Chu's presentation, Ms. Liu Jie Qiong from the Customer Services Centre of China Union Pay also had a presentation on “中國銀聯客服中心的人員管理” during the Roundtable.

Facing the current economics and market, all of the companies agree with Mr. Chu that companies should use the Customer Service Quality Standard to achieve higher ROI, improve the continuous development of the company and rebuild the market and consumers' confidence.

In order to enable more companies in Asia Pacific Region to learn more about the Customer Service Quality Standard, so as to achieve customer relationship excellence, APCSC has launched a series of new individual membership benefits. Individual members of the APCSC can attend the CSQS Roundtables for free and join the exclusive activities for member at discount rate. Individual members can also collect the latest CRE information for free. Joining the global certification program or Best-in-Class Benchmarking, they may also enjoy a discount. To encourage students pursuing their studies to be a professional in customer service industry, all students completing their certification program may immediately receive a one-year individual membership of APCSC for free and enjoy the members' benefit.

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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. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center, Support Services with global education partners and international membership organizations to set Standards World-Wide.

**Customer Service Quality Standard (CSQS)**

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 Pacific. The goal is to It is the highest certification awarded to contact centres and customer service organizations that excel in customer relationship excellence.

**Best-in-Class Benchmarking Program**

The Benchmarking is an on-going program which allows companies to benchmark their business and service operations, enabling them to identify key market trend, best practices and set investment plans. The benchmarking includes CRM Contact Center and Customer Service Center business performance, as well as areas in which participating companies need attention.

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