



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

NEWS RELEASE

Market Leaders Awarded with People Site Certification from APCSC

“Strong commitment and clear strategies to lead”

Hong Kong, China, 8 June 2011 – 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:

- *Mead Johnson Nutrition (Hong Kong) Ltd. (Mead Johnson)*
- *Quality HealthCare Medical Services Ltd. (QHMS)*
- *Fidelity International (Fidelity)*

The honored business units are:

- *Customer Relationship Management Department of Mead Johnson*
- *Call Center of QHMS*
- *Hong Kong Customer Services of Fidelity*

People Site Certifications are presented to organizations that have over 90% of their Customer Service and Contact Center staff certified under APCSC’s Global Certification programs including Certified Customer Service Professional (CCSP), Certified Contact Centre Professional (CCCP), Certified Contact Center Supervisor (CCCS), Certified Contact Center Manager (CCCM), and Certified Customer Service Analyst and Auditor (CCSA).

Mr. Jason Chu, Chairman of APCSC emphasized, “The rapid economic recovery in Asia Pacific has created a low unemployment rate with higher spending power. With increasing channels to make purchases, customers are more selective with professional pre and post sales services and customer experience cross channels. Leading firms continue to invest in their people, learning and growth to ensure excellent people development to retain and nurture their most valuable customers and staff. Congratulations to the three People Site Certification companies for their successes in motivating and nurturing both their staff and customers with a strong commitment and clear strategies to lead the market to achieve stronger satisfactions, relationships and loyalty. Congratulations to their staff in achieving the professional certifications.”

Dr. Lincoln Chee Wang Jin, Executive Director of Quality HealthCare Medical Co., 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 QHMS 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 40,000 calls a month, including enquiries, 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.” Dr Chee added, “As Quality HealthCare has continued to diversify our offerings to the community, and visitors from China, we will allocate more resources to empower our staff through training, certification and knowledge management to strive for all rounded service excellence. Also a new call centre system with over 4 Million investment will be launched in Sep 2011 to achieve computer telephony integration. As a market leader in medical call center, we commit to deliver quality customer services to our clients so as to achieve future success.”

Miss Florence Wong, General Manager, Mead Johnson Nutrition (Hong Kong) Ltd said, “We are honored to receive the People Site Certification award from APCSC again. It recognizes our commitment to provide professional and customer-centric services to our customers. We believe good customer relationship is the key to success in this competitive and dynamic business environment. Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care. This certification is indeed an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service and quality products which exceed our customers’ expectations.”



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

The People Site Certification is offered free of charge and is renewed on an annual basis provided that 90% or more of the staff remain certified under APCSC's Global Certification program.

In addition to the People Site Certification, APCSC has also introduced new certification courses registered under the **Continuing Education Fund (CEF)** provided by **The Hong Kong Customer Service Consortium (HKCSC)** (Institution code 668). Three courses provided by HKCSC are approved by the Secretary of Education and Manpower of Hong Kong as CEF reimbursable under the business services sector, namely:

- Certificate in Customer Service Management (CCSM) course code 21C04911-5
- Certificate in Professional Customer Service (CPCS) course code 21C05127-6
- Certificate in Service Excellence Leadership (CSEL) course code 21C05006-7

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 Asia Pacific Region 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 Quality HealthCare Medical Services Limited

Quality HealthCare Medical Services Limited is a physician led provider group offering an integrated range of healthcare services including facilities management, third party plan administration and paramedical support. The Group provides care for our private and corporate contract patients through a network of more than 580 Western and Chinese medical centres, and 47 dental and physiotherapy centres. In 2010, our network recorded more than 2.8 million healthcare visits. We also operate Hong Kong's longest-established nursing agency and one of our medical practices has been serving Hong Kong people for over 140 years. In 2010, Quality HealthCare became a member of Fortis Global Healthcare, which is owned by the family of Malvinder Mohan Singh and Shivinder Mohan Singh (the "Promoter Family"). Fortis Global Healthcare is committed to providing premier patient-centric healthcare across Asia and Australia, spanning the healthcare spectrum, from hospitals to diagnostics, primary care, and other healthcare segments.

About Mead Johnson Nutrition (Hong Kong) Limited

Mead Johnson Nutrition is a global leader in infant and children's nutrition. Our company was founded more than 100 years ago – and has been committed from its very beginning to earning the trust of parents and health care professionals by offering scientific evidence of the benefits of our products. This commitment is driven by the pride and passion of our workforce.

About Fidelity International

Fidelity International provides investment products and services to individuals and institutions in the UK, continental Europe, the Middle East and Asia Pacific. Established in 1969, the company has over 5,400 staff in 23 countries and manages or administers client assets US\$309.7 billion as at 31 March 2011. Fidelity has over 7 million customer holdings and manages more than 750 equity, fixed income, property and asset allocation funds. Fidelity's fund managers receive research from one of the largest proprietary research teams, covering 99% of the world's largest listed companies. Fidelity International is an independent company which is privately owned.