

## NEWS RELEASE

### 4 Market Leaders Awarded with People Site Certification from APCSC “Excellent people development to retain and nurture most valuable customers & employees.”

**Hong Kong, China, 13 June 2014** – Four 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:**

- China Telecom Global Limited
- GIA Hong Kong Laboratory Ltd. (GIA)
- Mead Johnson Nutrition (Hong Kong) Ltd.
- Quality HealthCare Medical Services Limited

**The honored business units are:**

- Customer Service Team
- Client Services and Gemological Services 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, “Investments in people development, training, and certification lay down the cornerstone for best employer company. With increasing channels and competitions, customers are more selective with professional pre and post sales services and customer experience cross channels. Leading firms continue to provide excellent people development in order to retain and nurture their most valuable customers and employees. Congratulations to the People Site Certification companies for their successes in motivating and nurturing both their employees and customers with a strong commitment, engagement and customer experience management strategies to lead the market and to achieve stronger satisfactions, relationships and loyalty. Congratulations to their customer facing employees in achieving the professional certifications.”

**Mr. Li Qing, VP of China Telecom Global** said, “We are honored to receive the People Site Certification award from Asia Pacific Customer Service Consortium. This is the recognition of our efforts and commitment to provide top quality customer service. We believe good customer relationship is the key to success in the telecom market and this certification is an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service to exceed our customers’ expectations.”

**Mr. Wai Man Cheng, Director of GIA Hong Kong Laboratory Ltd.** said, “We are honored to receive the People Site Certification award from Asia Pacific Customer Service Consortium. This is the recognition of our efforts and commitment to provide top quality customer service. As an organization with a proud history of research, education and laboratory services, we place a premium on quality, values, ethical standards and customer service. I believe this recognition could motivate our Laboratory staffs to continue to endeavor to serve the industry and the public with excellence.”

**Miss Ruthia Wong, General Manager of Mead Johnson Nutrition (Hong Kong) Ltd** said, “We are always devoted to providing professional, reliable and caring services to our customers. We are honored to receive The People Site Certification from APCSC which once again demonstrates our continuous efforts in people development and customer-centric services. We are proud of the achievement of our colleagues and committed to continue providing the highest standard of services to customers.”

**Mr. Paul Li, Chief Executive 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 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 50,000 calls and 4,000 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.” Mr Li commented, “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. 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.

In addition to the People Site Certification, APCSC has also introduced new certification courses including Certified CRM Manager (CRMM) and CRM Director (CSMD) together with the CCSM, CPCS, CSEL 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



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- Certificate in Service Excellence Leadership (CSEL) course code 21C05006-7

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#### **About Asia Pacific Customer Service Consortium ([www.apcsc.com](http://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 China Telecom Global Limited**

As a national communication enterprise and has been enrolled in the top 500 enterprises for many years, we are encouraged by the recognition. We pride ourselves on customer service and our Customer Contact Center play a key role in delivering excellent service to our customers all over the world. Being a customer- focused company, we will strive for continuous quality improvement to delight our customers. Thank you again for APCS for the not just granting this CRE award to CTHK, but also giving us strong dedication to uplift our customer service quality.

#### **About GIA Hong Kong Laboratory Ltd**

As an independent nonprofit institute, GIA is recognized as The World's Foremost Authority in Gemology™. GIA developed the 4Cs and the International Diamond Grading System™, the grading standard adopted around the globe. GIA's mission is to ensure the public's trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism through education, research, laboratory services, and instrument development.

#### **About Mead Johnson Nutrition (Hong Kong) Limited**

Mead Johnson has a proud history of over 100 years and is a global leader in infant and children's nutrition. We are an innovative and science-based company with the mission to nourish children to give them their best start in life. Mead Johnson Nutrition (Hong Kong) Limited has been established in Hong Kong for more than 40 years. Our “A+” product line, namely “Enfapro A+”, “Enfagrow A+”, “Enfakid A+” and “Enfaschool A+” have been well-received by parents, making Mead Johnson ranked first in Sales Volume and Sales Value within the infant Milk Formula market in Hong Kong for the previous twelve years\*.

\*Nielsen Infant Milk Formula MarketTrack Service data shows that Mead Johnson ranked first in Sales Volume and Sales Value within the Infant Milk Formula market from May 2002 to April 2014 in Hong Kong. (Including all purchase made by any party via supermarkets and drug stores) (Copyright 2014, the Nielsen Company)

#### **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 100 multi-specialty centres and approximately 500 affiliated clinics offering Western Medicine, Traditional Chinese Medicine, Diagnostics & Imaging, Dental and Physiotherapy services. . It also operates a private nursing agency. QHMS is the largest provider of healthcare services to corporates in Hong Kong. In 2012-13 fiscal year, the Group recorded more than 2.7 million healthcare visits. QHMS continues to extend its existing portfolio into high end specialty services and has added Neurology, Dermatology, Orthopaedics, Endocrinology and Oncology to its specialty offerings in Hong Kong.

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.