



Asia Pacific  
Customer  
Service  
Consortium

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## NEWS RELEASE

### Service Leaders Awarded with People Site Certification from APCSC

*“Manage total customer experience, Nurture loyalty and  
Strengthen service branding.”*

**Hong Kong, China, 1 June 2010** – Two 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)*

The honored business units are:

- *Customer Relationship Management Department of Mead Johnson*
- *Call Center of QHMS*

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, “Today, customers are more demanding and sophisticated with the market offerings. They are looking for not only high quality services and solutions, but also total customer experiences from enquiry to purchase and the after-sale support in order to repeat their purchases. The recovering economy is recording higher consumer spending. There are more business opportunities for every company and frontline service staff. Highly professional and personalized value-add services are key to create positive customer experience. In order to nurture customer loyalty and strengthen service branding, our customer facing service professionals would require professional training development and systematic approach to discover customer needs and deliver services that can exceed the customers’ expectations on consistent basis. The PSC recipients have demonstrated their commitment to service professionalism, customer satisfaction and employee development. Their staffs have also committed themselves in achieving the professional certifications. Congratulations to their joint efforts to create win-win-win to customers, staffs and employers and achieve stronger satisfactions, relationships and loyalty.”

**Dr. Lincoln Chee, Chief Executive Officer, Quality HealthCare Medical Services (QHMS)** commented, “We are very happy to receive the People Site Certification again from the Asia Pacific Customer Service Consortium in 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.”

**Miss Florence Wong, General Manager, Mead Johnson Nutrition (Hong Kong) Ltd** said, “We are honoured 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.”

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, Customer Relationship Management and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

**About Quality HealthCare Medical Services Limited**

Quality HealthCare Asia 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 2009, our network recorded more than 2.7 million healthcare visits. We operate seven elderly care homes and Hong Kong’s longest-established international nursing agency. One of our medical practices has been serving Hong Kong people for over 140 years.

Quality HealthCare became the first healthcare provider listed on The Stock Exchange of Hong Kong Limited (HKSE ticker 593) in 1998. The Group’s healthcare turnover in 2009 exceeded HK\$1.1 billion.

**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.



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新聞稿

## 服務業領袖榮獲亞太顧客服務協會頒發 「優質客服專員中心證書」

「管理全方位顧客體驗、培養忠誠和增強服務品牌。」

中國 - 香港，2010年6月2日---兩大服務業領袖榮獲亞太顧客服務協會頒發的「優質客服專員中心證書」，藉此表揚他們的員工發展計劃和堅持提供世界級服務於香港、亞太區內及全球顧客服務貢獻。獲獎企業如下：

- 美贊臣營養品(香港)有限公司(美贊臣)
- 卓健醫療有限公司(卓健)

### 榮獲殊榮的商業部門

- 美贊臣會顧客關係管理部
- 卓健聯絡中心

優質客服專員中心證書，要求機構必須有九成以上的顧客服務和熱線中心的職員達到亞太顧客服務協會全球性認可培訓證書課程的認證標準，包括客服中心資深專員證書(CCCP)、客服中心主管證書(CCCS)、聯絡中心經理證書(CCCM)和顧客服務分析及審查員證書(CCSA)。

亞太顧客服務協會主席朱剛岑先生強調：「今日顧客對市場所提供的要求及質量已越來越高，他們尋求的不只是高品質的服務方案，更需要從查詢到售後服務的全方位顧客體驗，方能使顧客重覆購買。現今復甦的經濟環境正提高顧客消費意欲，正帶給各企業和前線員工更多的商機。因此高度專業和個人化增值服務是建立顧客正面體驗的關鍵。為了培養顧客忠誠和增強服務品牌，前線客戶服務員需要專業的培訓發展和系統化的接洽，方能全面了解客戶需要並持續提供優質且超越客戶基本期望的服務。優質客服專員中心證書得獎企業充分表現出對專業服務、客戶滿意度及員工發展的承諾，其員工同仁也全力以赴達到服務專業認證。有賴各方的努力，使客戶、員工以及僱主同創三贏的優勢，進而達致更成功、穩健的滿意度、關係和忠誠管理。我謹代表亞太顧客服務協會祝賀獲獎企業得到是次嘉許。」

卓健醫療有限公司執行董事徐旺仁醫生表示：「我們很高興能再次獲得由亞太顧客服務協會頒發的優質服務專員中心證書，這獎項是對客戶服務部員工一直追求卓越表現和力求進步的認同。我相信是次嘉許能推動卓健員工以超越客戶期望為大家共同努力的目標。客戶服務部所設的24小時醫療熱線，不時擔當起首個與客戶接觸的橋樑，解答有關不同業務的查詢。部門每月處理超過40,000來電，包括查詢、預約、緊急求助以及住院安排。此外，卓健員工一直堅守提供優質服務的承諾，主動聆聽客戶的意見，並視他們為本集團持續向前的動力及成就的指標。我們為此感到驕傲。」徐旺仁醫生更表示：「為應付近年為社區及國內旅客發展的多元化業務，公司會繼續投放適當資源，透過培訓、認證課程以及知識管理，裝備我們的員工，致力讓他們發揮全面且優越的服務精神。」

美贊臣營養品(香港)有限公司總經理黃潔霞小姐表示：「我們非常高興再次獲得由亞太顧客服務協會所頒發的優質客服專員中心證書，這肯定我們致力專業服務及以顧客為本的服務

宗旨。我們相信優質的產品及良好的顧客關係是首要成功因素。經過不斷的培訓及技術支援，我們能保證我們以殷勤及關注的態度給予顧客有專業和可靠的服務。這證書誠然能鼓勵我們的員工保持這專業服務水平。今後，我們會繼續提供優越的顧客服務及產品質量以超越我們顧客的期望。」

優質客服專員中心證書是免費頒發，有效期為一年。只要機構內有九成以上職員能達到亞太顧客服務協會全球性認可培訓證書課程的認證標準均可獲免費頒發。

除了優質客服專員中心證書，亞太顧客服務協會亦推出了一系列證書課程，課程由香港顧客服務協會提供，並獲納入持續進修基金。(學院編號 668)

以下三個課程已獲教育統籌局於商業服務部份中納入持續進修基金的「可獲發還款項課程」內：

- 顧客服務管理證書 (CCSM) 課程編號: 21C04911-5
- 專業顧客服務證書 (CPCS) 課程編號: 21C05127-6
- 傑出服務領導證書 (CSEL) 課程編號: 21C05006-7

有關亞太顧客服務協會的全球認可培訓課程、優質客服專員中心證書和新聞稿或訪問，請致電 +852 2174 1428 與劉小姐聯絡。索取新聞稿，請電郵至 enquiry@apcsc.com。

#### **關於亞太顧客服務協會 (www.apcsc.com)**

亞太顧客服務協會(APCSC) 成立的信念在於『優質的客戶關係是增強競爭力的唯一方法！』協會的目標是在亞太區推廣優質顧客關係及服務質量，致力表彰各政府部門、企業和客服人才對客戶與機構所作出的雙贏貢獻。

亞太顧客服務協會提供全球性認可的培訓證書課程，範圍包括客戶服務、技術支援和客戶關係管理等，所有證書課程均根據國際客戶服務標準。

#### **關於卓健醫療有限公司**

卓健亞洲有限公司是一個由醫生主導的醫療集團。本集團提供一系列的綜合醫療及保健服務，包括設施管理、第三者醫療計劃管理及輔助醫療服務。本集團透過其五百八十多間中西醫療中心，四十七間牙科及物理治療中心，為個別人士及公司合約病人提供醫護服務。於二零零九年，集團醫療保健網絡錄得逾二百七十萬投診人次。此外，卓健經營七間護老院及香港歷史最悠久的國際護理介紹所，而卓健其中一間醫務所更為香港市民服務超過一百四十年之久。

於一九九八年，卓健成為首間在香港聯合交易所有限公司上市（編號：593）的醫療保健服務集團。本集團於二零零九年錄得醫療保健業務營業額逾十一億港元。

#### **關於美贊臣營養品(香港)有限公司**

美贊臣營養品於幼兒及兒童營養產品中具有全球領導地位。我們的公司已成立超過一百年- 在科學驗證下，我們的產品早已獲得父母和醫護專家的信任和肯定。而這肯定乃來自我們員工對工作的自豪及熱誠。