



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

FIVE SERVICE LEADERS AWARDED WITH PEOPLE SITE CERTIFICATION FROM APCSC

“The People Site Certification is a tremendous recognition of our customer service excellence and success through continuous improvement.”

Hong Kong, China, 11 July 2006 – Five leading companies have been awarded the People Site Certification (PSC) from APCSC (Asia Pacific Customer Service Consortium), 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:

- *BAX Global Limited (BAX)*
- *Dao Heng Insurance Co., Ltd.(DHI)*
- *DHL Global Forwarding (DHL)*
- *Quality HealthCare Medical Services Ltd.(QHMS)*
- *S. W. I. F. T. srl (SWIFT)*

The honored business units are:

- *Marketing Customer Service Department of BAX*
- *Personal Insurance Department of DHI*
- *Customer Services Department of DHL*
- *Quality Healthcare Medical Centre - Prince's Building, Central, Hong Kong of QHMS*
- *Customer Service Delivery Centre - Asia Pacific of SWIFT*

People Site Certifications are presented to organizations that have over ninety percent of their Customer Service and Call Centre staff certified under APCSC's Global Certification programs including Certified Customer Service Professional (CCSP), Certified Call Centre Professional (CCCP), Certified Call Center Supervisor (CCCS), and Certified Call Center Manager (CCCM).

Mr. Jason Chu, Chairman of APCSC commented, “Professional staff development with standards and certifications is a direct investment and high return impacting the service experiences of customers. Achieving the People Site Certification, these companies are much better positioned to integrate professional customer service staff with their mission critical services process. They can therefore ensure that efficient and reliable services are provided to all customers with unique and sophisticated requirements. On behalf of APCSC, I congratulate their People Site achievement!”

Dr. Lincoln Chee, Managing Director of QHMS commented, “We recognize that each patient in Quality HealthCare is a unique individual with changing needs over his/her life time. QHMS Prince Building Branch, located in the most vibrant Central business district in Hong Kong, is serving numerous customers each day. Apart from reliable medical services, it is essential for us to possess a team of highly efficient staff to provide excellent service.” He added, “Through trainings and technical support, we strive to build all-rounded excellence. We are honoured to receive the People Site Certificate from Asia Pacific Customer Service Consortium in recognition of our clinic's effort and contribution. I believe such recognition could motivate the staff of Prince Building, as well as all staff of QHMS, to endeavour to exceed our customer expectation.

Ms Macy Lim, Senior Manager, Personal Insurance of Dao Heng Insurance Co., Ltd said, "Following to previous achievement, we are extremely honoured to receive the People Site Certification again. Our experience told us that good training is a necessity to service excellence and hence business excellence. We focus on people development and consider trainings an essential part in staff orientation and retention program. This renewal is a proven recognition for our continuous devotion. We looking forward to renewing this Certificate again and would maintain over 90% of our staff is certified under the standard."

Mr. Kevin Lodge, Head of Customer Services Asia Pacific of S.W.I.F.T. srl said, "As part of our customer service staff orientation program all of our new recruits join one of the APCSC certified professional programs. We consider this training to be an important initial step in ensuring that team members understand the basic functions and skill requirements of a customer service organisation. We are honoured to receive this People Site Certification (PSC)".

Mr. C.T. Kwok, Head of Customer Service of DHL Global Forwarding commented, "I'm glad to receive the People Site Certification from APCSC that recognizes all the endeavors put forth by my professional team members. With them DHL Global Forwarding is and will be standing out in the logistics industry."

Ms Margie Wong, Marketing & Customer Service Manager of BAX Global Limited (Hong Kong & Southern China) said, "I am really glad that my team has got a 100% pass in People Site Certification. It is not only an important achievement for the whole team, but for our corporate. This is a symbol of our passion on people-focused customer service. It is really a benchmark for excellence in customer service. Being our mission as the "Best in Class", we will keep on exercising logistics professionalism and providing high-quality services of supply-chain management."

The People Site Certification is offered free of charge and is renewed on an annual basis provided that ninety percent 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) - Certificate in Professional Customer Service.

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

The Continuing Education Fund (CEF) subsidizes adults with learning aspirations to pursue continuing education and training courses. Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of HK\$10,000, on successful completion of a reimbursable course or module(s) forming part of the course. The fees for more than one reimbursable course may be reimbursed, subject to the maximum ceiling of HK\$10,000 per applicant not being exceeded. Reimbursable courses are continuing education and training courses approved by the Secretary for Education and Manpower.

For Global Certification Program, People Site Certification or press enquiries/interviews, please contact Ms. Stella Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: stella.lau@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 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 Call Centre, Help Desk and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

About BAX Global Inc.

BAX Global Inc. is a subsidiary of Deutsche Bahn AG with a \$2.9 billion supply chain solutions and transportation solutions company with over 30 years of experiences in global air, ocean & logistics management, offering multi-modal logistics management for business-to-business shippers through a global network of nearly 500 offices in 133 countries, employing over 12000 personnel, ISO 9001 certified in 219 sites over 33 countries.

Specialized services have been developed for the aerospace, automotive/heavy manufacturing, hi-tech, retail, government and health care industries. BAX Global offers full visibility through supply chain management service, and has its own global communication and information system.

About Dao Heng Insurance Co., Ltd.

Dao Heng Insurance Co., Ltd. ("DHI") was established in Hong Kong in 1973 and is an Authorized Insurer registered with the Office of the Commissioner of Insurance (Registration No.:32621). We offer a wide range of general insurance products, including personal and group insurance and group medical insurance, to meet the needs of individual, commercial and industrial clients. DHI's mission is to become the leading provider of personal insurance delivering first class services to the customers. Indeed, our pledge of high-quality services outstrips many competitors in the market.

About DHL Global Forwarding

DHL is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source.

DHL offers expertise in express, air and ocean freight, overland transport, contract logistic solutions as well as international mail services, combined with worldwide coverage and an in-depth understanding of local market. DHL's international network links more than 220 countries and territories worldwide. 285,000 employees are dedicated to providing fast and reliable services that exceed customers' expectations. DHL is a Deutsche Post World Net brand. The group generated revenues of EUR56 billion in 2005.

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 560 Western and Chinese medical centers, and 44 dental and physiotherapy centers. In 2005, our network recorded more than 2 million healthcare visits. They operate eight elderly care homes and Hong Kong's longest-established international nursing agency. One of their medical practices has been serving Hong Kong people for over 135 years.

About S.W.I.F.T. scri

SWIFT is the financial industry-owned co-operative supplying secure, standardised messaging services and interface software to 7,800 financial institutions in more than 200 countries. SWIFT worldwide community includes banks, broker/dealers and investment managers, as well as their market infrastructures in payments, securities, treasury and trade.

SWIFT consistently delivers quantifiable business value and proven technical excellence to its members through its comprehensive messaging standards, the security, reliability and 'five nines' availability of its messaging platform and its role in advancing STP. The guiding principles of SWIFT are clear: to offer the financial services industry a common platform of advanced technology and access to shared solutions through which each member can build its competitive edge. Over the past ten years SWIFT message prices have been reduced by over 70%, system availability approaches 5x9's reliability — 99.999% of uptime.