



NEWS RELEASE

BAX GLOBAL RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

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Hong Kong, China, 11 July 2006 – BAX Global Limited has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of Bax Global’s ongoing commitment in providing innovative and world-class service and elevating customer service quality in Hong Kong.

Bax Global Limited, Marketing and Customer Service Department, received the People Site Certification, which is presented to organizations that have over ninety percent of their Customer Service and Call Centre staff certified under APCSC’s Global Certification programme includes Certified Call Centre Professional (CCCP).

Mr. Jason Chu, Chairman of APCSC commented, “Supply-chain-management is one of the most important success factors in global business competitiveness today. Achieving the People Site Certification for their customer service center, BAX Global is well positioned to integrate professional call center staff into their SCM services to ensure that efficient and reliable services are provided to all clients with unique and sophisticated needs. ”

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 programme.

In addition to the People Site Certification, APCSC has also introduced the CSQS – a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard.

The CSQS has been developed in conjunction with the Asia Pacific Customer Service Consortium (APCSC) and in collaboration with researchers at the University of Hong Kong (HKU) to assess the overall service quality, best practice compliance and performance of the

customer service operation. It is the highest certification that is awarded to call centres and customer service organizations that excel in people excellence in customer relationship.

For Global Certification Program, People Site Certification, CSQS 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 Limited (www.baxglobal.com.hk)

BAX Global Limited 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.

In 1982 BAX Global opened its first office and logistics center in Hong Kong. Then it entered the China market in 1994 when its first office was established in Beijing, the capital of People's Republic of China. With many years operating experience, it has built on an early success to become one of the leading foreign transportation and logistics companies operating in China. Through its wide range of products including airfreight, ocean freight, customs brokerage, and warehousing services, BAX Global has become a business partner to many world-famous multinational companies in terms of professionalism, service quality and reliability.



新聞稿

伯靈頓全球有限公司榮獲亞太顧客服務協會頒發的 「優質客服專員中心證書」

“這獎項肯定了我們具有優質客戶服務的質素，並證明伯靈頓實踐一貫提倡「以人為本，顧客至上」的宗旨。”

中國 - 香港, 2006 年7 月11日 – 伯靈頓全球有限公司榮獲亞太顧客服務協會頒發的優質客服專員中心證書，以表揚伯靈頓全球有限公司不斷致力提供創新及世界級的顧客服務，及其對提升亞太區內顧客服務質素所作出的貢獻。

伯靈頓全球有限公司市場及客戶服務部獲頒發的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)。

亞太顧客服務協會主席朱剛岑先生表示：「供應鏈管理是現今建立國際商業競爭力最重要的成功因素之一，已獲得優質客服專員中心證書的伯靈頓全球有限公司定位良好，令其能把專業客服中心的員工融入供應鏈管理服務，以確保所有有獨特及繁複需要的顧客都得到迅速及可靠的服務。」

伯靈頓全球有限公司香港及華南地區市場及客戶服務經理黃國慧小姐表示：「伯靈頓全體客戶服務人員通過此次『優質客戶服務專員中心證書』的認可，我為團隊感到十分自豪。獲取這榮譽不僅成為公司發展的一個重大里程碑，也是整個團隊的一項重要成就。」

黃國慧坦言，客戶服務員工獲得業內人士高度認可感到十分鼓舞，她續稱：「這獎項肯定了我們具有優質客戶服務的質素，並證明伯靈頓實踐一貫提倡「以人為本，顧客至上」的宗旨。我們會繼續邁進優秀服務(Best in Class)的精神，並努力不懈地為客戶提供專業的物流和供應鏈管理服務。」

優質客服專員中心證書是免費頒發，有效期為一年。只要機構內的顧客服務和熱線中心有九成以上客服中心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個全面性的優質顧客服務標準(CSQS)。亞太顧客服務協會誠意邀請各領導機構參與，推動優質顧客服務標準的成功。

優質顧客服務標準是由亞太顧客服務協會，和香港大學一班研究員的合作而制定，目的是評定整體服務質素，最佳守則和顧客服務的表現。這是致力於優質顧客關係的客戶中心和顧客服務機構所獲得的最高榮譽。

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、優質顧客服務標準(CSQS)和新聞稿或訪問，請致電 +852 2174 1428 與劉小姐聯絡。亦可透過電郵至 stella.lau@apcsc.com 索取新聞稿。

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，致力表彰各機構和客服人才對客戶服務與企業所作出的雙贏貢獻。

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。

伯靈頓全球有限公司 (www.baxglobal.com.hk)

伯靈頓全球有限公司是德國鐵路集團旗下的全資子公司，年營業額為29億美元，在全球空運、海運和第三方物流管理領域擁有超過30年的國際貨運及供應鏈管理經驗，為全球範圍內的托運人提供多種模式的貨運代理服務，在133個國家及地區設有超過500間辦事處，擁有超過12,000名員工，在超過33個國家的219個地區取得ISO 9001品性認證。

為高科技、生物醫學、太空飛行科技及零售行業之跨國企業客戶提供行業專門服務和供應鏈需求方面的協助。伯靈頓擁有覆蓋全球的通信和訊息服務系統，為供應鏈管理提供全程實時訊息服務。

伯靈頓于1982年在香港設立了南中國區的第一個辦事處以及物流中心，並於1994年在北京建立了它在中國的首個辦事處。經過多年的努力，目前已在中國的物流行業處於領先的地位。伯靈頓依靠其在空運、海運、報關以及倉庫管理等各個領域的一流服務，已成為許多著名跨國企業的合作夥伴。