



## NEWS RELEASE

# DAO HENG INSURANCE RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

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

Dao Heng Insurance Co., Ltd, Personal Insurance 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) and Certified Call Centre Supervisor (CCCS).

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, Dao Heng Insurance is 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!”

Ms Macy Lim, Senior Manager, Personal Insurance of Dao Heng Insurance Co., Ltd said, “Following our 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 are certified under the standard.”

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](mailto:stella.lau@apcsc.com)

**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 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 Dao Heng Insurance Co., Ltd. (<http://www.daohenginsurance.com/>)**

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.

## 新聞稿

# 道亨保險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」

“承接過往的成功, 我們很高興再一次獲頒優質客服專員中心證書。過往的經驗告訴我們, 員工培訓是達致優質服務和商業優勢的必要條件。”

**中國 - 香港, 2006 年7 月11日** – 道亨保險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, 以表揚道亨保險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。

道亨保險有限公司個人保險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)和客服中心主管證書(CCCS)。

亞太顧客服務協會主席朱剛岑先生表示: 「以標準和認證作員工的專業發展是能影響顧客服務經驗且具高回報的直接投資。獲頒優質客服專員中心證書証明該公司於結合專業的顧客服務和關鍵任務支援處於更佳的位置。因為, 他們能因應顧客獨特和繁複的需要而提供高效率和可靠的服務。我謹代表亞太顧客服務協會祝賀道亨保險得到是次嘉許。」

道亨保險有限公司個人保險部高級經理林淑英表示: 「承接過往的成功, 我們很高興再一次獲頒優質客服專員中心證書。過往的經驗告訴我們, 員工培訓是達致優質服務和商業優勢的必要條件。人力發展是培訓新入職員工和保留員工重要的一環。獲續頒優質客服專員中心證書是對我們持續努力的認同, 我們亦會保持百分之九十的員工達到認證標準以於下年度再一次得到認證。」

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](mailto:stella.lau@apcsc.com) 索取新聞稿。

#### **亞太顧客服務協會 ([www.apcsc.com](http://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。

#### **道亨保險有限公司(<http://www.daohenginsurance.com>)**

道亨保險有限公司（道亨保險）於一九七三年在香港成立，為保險業監理處一般保險業務之獲授權保險公司(登記編號：32621)。我們提供廣泛的一般保險服務，包括個人及團體保險以及醫療保險，務求迎合個人及工商業客戶之需求。道亨保險以提供超卓的客戶服務為宗旨，並以成為本港個人保險市場之領導者為目標。事實上，我們的優質服務已成功超越市場上許多競爭對手。