



Asia Pacific  
Customer  
Service  
Consortium

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## NEWS RELEASE

# THREE SERVICE LEADERS AWARDED WITH PEOPLE SITE CERTIFICATION FROM APCSC

*“The PSC recipients have demonstrated their commitment to service professionalism, customer satisfaction and employee development.”*

**Hong Kong, China, 26 June 2008** – Three 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:

- *Dao Heng Insurance Co., Ltd.(DHI)*
- *Quality HealthCare Medical Services Ltd.(QHMS)*
- *S. W. I. F. T. SCRL (SWIFT)*

The honored business units are:

- *Call Center of DHI*
- *Call Center 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 Contact Centre 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 commented, “Today, customers everywhere have higher expectations and personalized requirements. Our customer service professionals would require professional training and development 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. Their joint efforts create win-win-win to customers, staffs and employers and build stronger satisfactions, relationships and retention management.”

Dr. Lincoln Chee, Chief Executive Officer, Quality HealthCare Medical Services (QHMS) commented, “We are committed to building an all-rounded service excellence throughout all our customer interaction channels. Customer Services Department (CSD) is definitely one of the key touch points, in fact, often times the first point of contact, to translate our professionalism and dedication towards service excellence to our clients. The 24-hour medical call centre of our Customer Service Department is handling more than 30,000 calls a month, including enquiries, appointment booking, emergency assistance, and inpatient admissions. Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care.” Dr. Chee added, “We are honored to receive the People Site Certification from the Asia Pacific Customer Service Consortium in recognition of the team’s commitment in striving for a high level of service excellence through continuous improvement and dedication. Winning the award highlights the capability of our customer service executives and serves as an encouragement for all staff at QHMS to exceed our customer expectations.”

Mr. Harry Wong, Director & General Manager, Dao Heng Insurance Co., Ltd. said, “We are proud to receive the People Site Certification award from APCSC again. It recognizes our commitment to provide professional, efficient and customer-centric services to our customers. We believe good customer relationship is the key to success in this competitive and dynamic business environment. 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 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. Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: [enquiry@apcsc.com](mailto:enquiry@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 Contact Centre, Customer Relationship Management and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

#### **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 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 centres, and 45 dental and physiotherapy centres. In 2007, our network recorded more than 2.3 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 135 years.

**About S.W.I.F.T. SCRL**

SWIFT is a member-owned cooperative through which the financial world conducts its business operations with speed, certainty and confidence. Over 8,500 banking organizations, securities institutions and corporate customers in more than 208 countries trust us every day to exchange millions of standardized financial messages. Our role is two-fold. We provide the proprietary communications platform, products and services that allow our customers to connect and exchange financial information securely and reliably. We also act as the catalyst that brings the financial community together to work collaboratively to shape market practice, define standards and consider solutions to issues of mutual interest.