



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium Announces Winners of the
2006 Customer Relationship Excellence Award
~ The Most Important Asia Pacific Award of its Kind ~**

Hong Kong, China – July 6th, 2007 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the **2006 Customer Relationship Excellence Awards (CRE Awards)**. They are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, site visits assessment by the judging panel following the Customer Service Quality Standard (**CSQS**) criteria, public webvoting and a final round of judging by a panel of customer relationship excellence experts.

The goal of the CRE Awards is to promote service quality and Customer Relationship Excellence in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

Mr. Jason Chu, Chairman of APCSC said, “It is exhilarating to see more industry leaders participating in the CRE Awards from different countries covering North and South Asia. This is clear evidence that customer relationship excellence is a growing requirement for business success across international cities. With global economic prosperity and competition, customers have greater access, spending and negotiating power to choose their ideal products, services and delivery. Companies need to find ways to reinvent themselves and innovate to capitalize opportunities in the face of fast changing landscapes and sustain their business growth. We are pleased to see the excellent business case presentations and individual awards applicants demonstrating their business successes, best practices and insights through the CRE assessment process.”

Mr. Chu added, “Customer Service Quality Standard (CSQS) as an important part of the CRE site-visit assessment criteria further benefits participating companies with higher requirements, critical success factors and best practices outlined within this world-class framework. The CSQS is instrumental in integrating and instituting customer centric processes and customer oriented corporate culture of the award participants and further recognizing the CRE Awards winners.”

Mr. Chu further expressed, “Congratulations to the CRE Awards winners for their relentless pursuit and commitment in achieving Customer Relationship Excellence! We trust the CRE success shared during the CRE & CSQS Summit will bring a new level of Business Excellence in the entire region.”

Dr. Hans Wijayasuriya , Director / Chief Executive Officer of Dialog Telekom Ltd. said, “The provision of efficient and caring service to our customers is assigned central focus within the business and strategic initiatives of Dialog Telekom. Alignment to CSQS has provided the company with a structured roadmap aimed at the achievement of service excellence, and has facilitated regular benchmarking of the company’s performance with respect to service delivery. Our success at the CRE Awards reaffirms the company’s relentless pursuit of learning and best in class application in the sphere of customer service, and more importantly evidences the commitment and dedication of our service team to the delivery of a delightful service experience to our customers.”

Mr. Anthony Lock, Managing Director of California Red Ltd. said, “California Red Ltd. has been striving to provide high quality food & beverages and entertainment services to customers in the Asia Pacific region, and to build and promote healthy karaoke entertainment culture. California Red shops include “Red Box”, “Green Box”, “K Station”, “YO Park” in Hong Kong, Malaysia, and the Philippines, and “Red Dot” in China. We are honored to receive awards in as many as eight categories of the Customer Relationship Excellence Awards 2006. The awards are significant for us. Recognizing the service value of the karaoke industry, the awards should belong to all our staff and customers who have been supportive of California Red. During this competition, we also learnt from the experience of other industries. Encouraged by the recognition of the community, we will

continue to pursue innovation and excellence and provide customers with quality, integrated and healthy F&B and entertaining services.”

Mr. Patrick Poon, Chairman of Operation Committee of China Pacific Life Insurance Co., Ltd. said, “We are very happy that four branches of our company are awarded by Asia-Pacific Customer Service Consortium this year for their service excellence. These awards truly recognize that "customer-oriented" culture and practices. The awards give us further competitiveness to innovate our customer service systems. We try to continue to make a difference in our service standards and gain customers’ trust forever.”

Mr. Duncan Wong, Vice President, Customer and Systems Operations of Wharf T&T Limited said, “It is with great pleasure to receive four awards in our first participation in APCSC’s CRE Awards, namely Call Centre of the Year (Commercial Market), Outsourcing Team of the Year (BPO) and two merit awards for our services professionals. The awards validates our customer-driven approach in understanding clients’ requirements and our commitment to cultivating a customer-oriented culture to offer quality business process outsourcing service and sophisticated call centre management to help enable clients’ businesses. We will continue to strive for continuous improvement to excel in customer relationship management.”

Mr. David Huang, CEO of Chain Sea Information Integration Co., Ltd said, “It is an honor for Chain Sea Information Integration Co., Ltd. to get these awards. We have to thank the Bureau of Employment and Vocational Training in Taiwan for their determination to serve the general public and the planning and guidance of the officials to allow Chain Sea outsourcing team to strengthen its foundations. In the future, Chain Sea will continue the spirit of "Innovation, Service, and Communication". By applying the technologies to our services and improve business performance through our services, Chain Sea will seek continuous improvements in our services.”

Ms. Zhang Yanhui, Director of the Division of Customer Relations of Shanghai Forte Land Co., Ltd said, “As a public listed company in HK Stock Exchange Market, Forte, guided by the operating philosophy of "For Better Living," has been dedicated to offering high-quality products in real estate market from a human-caring perspective. After many years of unremitting efforts, Forte has gradually formed their own competence in precisely product positioning, mature multi-project management capability, high capital turning-over efficiency and perfect CRM system. It is Forte’s great honor to be entitled to the award of Consumer Relationship Marketing Service of the Year and the award of the Best Customer Experience Management of the Year. Forte aims to keep improving customer satisfaction and loyalty with unflinching efforts and perseverance. Through the operation with APCSC (Asia Pacific Customer Service Consortium), Forte tries to establish a sound industry environment for the healthy development of CRM system in order to achieve constant upgrade of the whole customer service industry.”

Mr. Francis L.Y. Lee, Director & General Manager (Engineering) of the Hongkong Electric Co., Ltd. said, “It is our honor to receive CRE Awards 2006 in the category of “Best Use of Technology of the Year”. We are encouraged that our persistent effort in achieving world class supply reliability and service excellence, with the best use of technology, has earned recognition in the above award. With the very strong foundation and solid experience we have built up over the years in serving our customers, we are fully confident that we can continue to satisfy our customers’ needs in electricity supply services and reach new heights in all aspects of our operations.”

Mr. Stephen Wong, Division Manager of Customer Service Division, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said, “It’s our honor to receive two CRE Awards for 2006. They are "Call Centre of the Year" and "Integrated Support Team of the Year". As one of the founding members of HKCSC, Sony demonstrates our long-term dedication to excellence, as well as our continuous effort and expertise in driving best-in-class results to earn the increased trust and confidence of our customers. It also affirms our commitment to provide speedy, quality service to customers, delivering an increased level of satisfaction to the service experience of Sony customers. Sony will continue to make every effort to challenge and seek to raise its standards even higher to meet and exceed customer expectation.”

Mr. William Yeung, Chief Operating Officer of Hong Kong Broadband Network Limited said, “With an aim to build a long term relationship with customers, Hong Kong Boardband Networks Ltd (HKBN) adopts "Account Servicing" concept in call centre operation for a mass market - residential customers. By adopting this concept, HKBN is able to enhance customer experience in every interaction and build a long term relationship with customers. The result can be reflected by higher spending per customer, low complaint rate, and higher customer satisfaction. The Account Servicing Team is named as SDU (Special Duty Unit), which implies team members are multi-skilled, have a tracked record of good performance, and are able to build a stronger relationship with customers at all contacts. Team members of SDU team come from Telesales team and Customer Service team. Through a series of intensive training on mindset, product, and skills training, the two teams are integrated successfully and achieve outstanding business results.”

Ms. Anita Tam, General Manager, Customer Service, New World Telecommunications Limited said, “New World Telecom (NWT) is honoured to have received three Customer Relationship Excellence (CRE) Awards this year. Our professional and experienced customer services team is well poised to meet the challenges from the ever changing, dynamic telecom industry. We deliver timely and efficient customer services that facilitate the business development of the Company. Meanwhile, we are also dedicated to bring customers unrivaled personalized services with greater flexibility and convenience. In pursuit of service excellence, our well-trained professionals regularly review and appropriately alter staff training, operation process and performance management with the aim of reaching the highest level of customer satisfaction.”

Ms. Cally Chan, Country Manager, Outsourcing Services of Hewlett-Packard HK SAR Limited said, “HP Outsourcing Services provides a broad range of services to meet our clients’ business needs - from standardized repeatable offerings, to a comprehensive portfolio of outsourcing services. Our diverse capabilities, global delivery infrastructure, multi-vendor expertise, proven ITIL processes and ITSM methodologies, and collaborative partnering approach, enable HP to reduce IT operating costs and better align our clients' IT with the strategy and goals of their business. To receive this prestigious award, Outsourcing Team of the Year (IT Services), from the reputable Asia Pacific Customer Service Consortium is both an honor and an encouragement. We will continue to deliver best customer experience and highest service standards to our customers.”

Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group said, “Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management, is honoured to receive the “Customer Satisfaction Quality System of the Year (Property Management)” from APCSC. Having received the award 4 years in a row since 2003, Well Born jointly participates in this year’s competition with Hang Yick and continues to demonstrate our strength in customer service. The award is a proof of our strong commitment in satisfying our customers by delivering sophisticated after-sales services. In future, we will continue to strive for even better services in the pursuit of excellence.”

Ms. Tan Huifeng, Director of ZTE HANDSET CSC of ZTE CORPORATION said, “We are so honored to receive this eminent award. The award proves that our ZTE HANDSET CSC has achieved an excellent start and further proves our achievement in customer-focused strategy and our high standard management in customer service. We will continue to try our best in the coming years for the further success. Thanks for APCSC providing this great opportunity for us!”

Ms. Sandra De Zoysa, Head of Customer Service & Contact Management of Dialog Telekom Ltd. said, “Our Customers and our employees are our most valued assets. We strive to deliver World Class Customer Service and direct our journey in search of excellence along a path of Continuous improvement. While aiming to delight our customers with the warmth of caring service, our teams are committed to unfailing compliance to quality standards, and best in class customer centric service delivery processes. Our investments in human resource development & performance management systems empower us to deliver sustainable performance across multiple service dimensions. Our team is indeed honored to be the 1st service organization in South East Asia to receive four CRE Awards including the Grand award for Outstanding Achievement in Customer Relationship Excellence. This achievement will encourage us to continue and improve our efforts in service delivery with single minded focus on the customer. We appreciate the support and guidance received from APCSC throughout our CSQS journey.

The 2006 CRE Awards winners for different categories are:-

Corporate Categories

Customer Relationship Excellence Outstanding Achievement 2006

DIALOG TELEKOM LTD.

Best Use of Technology of the Year 2006

THE HONGKONG ELECTRIC CO., LTD.

Best Use of Technology of the Year 2006 (IT Integration)

CHAIN SEA INFORMATION INTEGRATION CO., LTD.

Best Use of Technology of the Year 2006 (Hospitality)

CALIFORNIA RED LTD.

Best Customer Experience Management of the Year 2006

SHANGHAI FORTE LAND CO., LTD.

Best Use of Knowledge Management of the Year 2006

DIALOG TELEKOM LTD.

Call Center of the Year 2006

SONY CORPORATION OF HONG KONG LIMITED

Call Center of the Year 2006 (Commercial Market)

WHARF T&T LIMITED

Call Center of the Year 2006 (Consumer Market)

ZTE CORPORATION

Call Center of the Year 2006 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. SHANGHAI BRANCH

Consumer Relationship Marketing Service of the Year 2006 (Property Development)

SHANGHAI FORTE LAND CO., LTD.

Consumer Relationship Marketing Service of the Year 2006 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. SHANXI BRANCH

Consumer Relationship Marketing Service of the Year 2006 (Hospitality)

CALIFORNIA RED LTD.

Corporate Service Team of the Year 2006

CALIFORNIA RED LTD.

Customer Loyalty Program of the Year 2006

CALIFORNIA RED LTD.

Customer Satisfaction Quality System of the Year 2006 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT
(HANG YICK AND WELL BORN)

Customer Satisfaction Quality System of the Year 2006 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. BEIJING BRANCH

Customer Service Center of the Year 2006

DIALOG TELEKOM LTD.

Customer Service Center of the Year 2006 (Insurance)

CHINA PACIFIC LIFE INSURANCE CO., LTD. JILIN BRANCH

High Speed Customer Service of the Year 2006

NEW WORLD TELECOMMUNICATIONS LIMITED

Innovative Technology of the Year 2006

DIALOG TELEKOM LTD.

Integrated Support Team of the Year 2006 (Consumer Market)

SONY CORPORATION OF HONG KONG LIMITED

Integrated Support Team of the Year 2006 (Telecommunications)

HONG KONG BROADBAND NETWORK LIMITED

Outsourcing Team of the Year 2006 (IT Services)

HEWLETT-PACKARD HK SAR LIMITED

Outsourcing Team of the Year 2006 (Contact Center)

CHAIN SEA INFORMATION INTEGRATION CO., LTD.

Outsourcing Team of the Year 2006 (BPO)

WHARF T&T LIMITED

People Development Program of the Year 2006 (Property Management)

HONG YIP SERVICE CO., LIMITED

People Development Program of the Year 2006 (Logistics)

DHL EXPRESS HONG KONG

People Development Program of the Year 2006 (Hospitality)

CALIFORNIA RED LTD.

Individual Categories

CEO of the Year 2006

LOCK KWOK ON, ANTHONY, CALIFORNIA RED LTD.

CRM Director of the Year 2006

DAVID HUANG, CHAIN SEA INFORMATION INTEGRATION CO., LTD.

Customer Service Manager of the Year 2006 (Customer Service Center)

SY CHOI MI YING NANCY, THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Customer Service Team Leader of the Year 2006 (Customer Service Center)

CHUNG YUK LING, CALIFORNIA RED LTD.

Customer Service Team Leader of the Year 2006 (Contact Center)

NG CHAN KWAN OI WINNIE, THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Customer Service Professional of the year 2006 (Customer Service Center)

TSE LING, PRICERITE STORES LTD.

Customer Service Professional of the year 2006 (Contact Center)

FAN JUE HUI, FUNNY, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Manager of the Year 2006

JACK CHAU, CALIFORNIA RED LTD.

Merit - Customer Service Manager of the Year 2006 (Customer Service Center)

HON KIT WAH MANFRED, THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Merit - Customer Service Manager of the Year 2006 (Customer Service Center)

LAU HOI KIT, PRICERITE STORES LTD.

Merit - Customer Service Manager of the Year 2006 (Customer Service Center)

LIN MUN HUNG DIDI, PRICERITE STORES LTD.

Merit - Customer Service Team Leader of the Year 2006 (Customer Service Center)

WU KAI YUEN KELLY, PRICERITE STORES LTD.

Merit - Customer Service Team Leader of the Year 2006 (Customer Service Center)

CHAN KA MAN CARMAN, PRICERITE STORES LTD.

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

YU GRACE, DHL EXPRESS HONG KONG

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

LUO CHENG FENG, DAVID, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

FONG KA YUEN, KENNY, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

MOK, SAU WAN MUSE, NEW WORLD TELECOMMUNICATIONS LIMITED

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

FION HUANG, WAN LING, WHARF T&T LIMITED

Merit - Customer Service Team Leader of the Year 2006 (Contact Center)

CHAN KIT MUI, EVITA, HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Merit - Customer Service Professional of the year 2006 (Customer Service Center)

CHAN WING SZE WINCY, THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Merit - Customer Service Professional of the year 2006 (Customer Service Center)

CHAN SIU SAI, KITTY, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Professional of the year 2006 (Customer Service Center)

CHAN WAI YIP ERIC, PRICERITE STORES LTD.

Merit - Customer Service Professional of the Year 2006 (Contact Center)

TSANG WING SHAN BELL, LYRECO (HK) CO., LTD.

Merit - Customer Service Professional of the year 2006 (Contact Center)

MARY KWAN NGAR SHAN, STANDARD CHARTERED BANK (HONG KONG) LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

LAU KAI WAH, NEW WORLD TELECOMMUNICATIONS LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

WENDY KWOK, THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

LU JIA LI, GELLY, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

WANG BI XIA, RUBY, HONG KONG BROADBAND NETWORK LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

JOYCE LIU, YU ZHEN, WHARF T&T LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

LEUNG KIT SUM, TERESA, HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Merit - Customer Service Professional of the year 2006 (Contact Center)

LEUNG MEI YUK, JENNY, HUTCHISON TELECOMMUNICATIONS (HONG KONG) LIMITED

Winners are invited to speak at the APCSC CRE & CSQS Summit on July 5-6, 2007. The Summit is a Regional Conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by industry authorities and experts from the Customer Relationship Excellence Leadership Community.

Asia Pacific CRE Awards Organizer:

Asia Pacific Customer Service Consortium (www.apcsc.com)

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “*Customer Relationship Excellence 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 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 CRM, Customer Service, Call Center with global education partners and international membership organizations to set World-Wide Standards.

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**For Press interviews, APCSC CRE & CSQS Summit participation, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**



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即時發放

## 亞太顧客服務協會（APCSC）宣佈 2006 亞太傑出顧客關係服務獎選舉（CRE Awards）得獎者名單 - 亞太區內顧客關係服務獎選舉中最重要獎項 -

中國，香港 — 2007年7月6日- 亞太顧客服務協會（APCSC）宣佈2006 亞太傑出顧客關係服務獎選舉（CRE Awards）得獎名單。得獎者經全面評審方法選出。這包括自我表現評審、提名企業的商業方案匯報、神秘探訪、以優質顧客服務標準為評估準則的實地考察、公眾投票，最後由多位傑出顧客關係專家共同議定得獎者。

亞太傑出顧客關係服務獎選舉的設立目的，是提昇亞太區各國際都會的顧客服務質量和優質顧客關係，並藉此肯定那些為客戶提供了出色服務的企業、團體及個人。

亞太顧客服務協會主席— 朱剛岑先生表示：「看到來自全亞洲的更多行業領導者參加傑出顧客關係服務獎，讓人分外喜悅。這反映了傑出顧客關係服務對國際城市中的商業成功愈發重要。全球經濟繁榮與競爭讓顧客擁有更廣的接觸面，更高的購買和議價能力來選擇他們理想的產品、服務、與服務交付。公司需要尋找新的方法再創造自我與創新，在快速變化的環境中把握商機，持續商業增長。我們很高興在傑出顧客關係服務看到很多傑出商業案例報告與個人獎項申請者所展示的商業成功、最佳守則與見解。

朱先生補充：「優質顧客服務質量標準（CSQS）是傑出顧客關係現場評選準則的重要單元，這個世界級架構中所概述的更高要求、關鍵成功因素與最佳守則讓參加公司獲益良多。優質顧客服務標準可幫助獎項參加者整合與制定以顧客為中心的流程與以客戶為導向的公司文化，進一步表揚傑出顧客關係服務獲獎者。」

朱先生進一步表達：「我祝賀傑出顧客關係服務獎的得獎機構，不懈追求盡力達到傑出顧客關係服務！我們相信他們在傑出顧客關係服務及優質顧客服務標準亞太高峰會中分享傑出顧客關係服務的成功，將把整個地區的商業卓越水平帶到一個嶄新的領域。」

Dialog Telekom 總經理/行政總裁 Hans Wijayasuriya 博士表示：「Dialog Telekom Ltd.以向越來越多的顧客家庭提供有效而關愛的服務為商業與策略規劃的中心。優質顧客服務標準認證為公司提供了結構指導，幫助公司達至世界級顧客服務標準，為公司的服務交付表現提供了基準方案。我們能成功獲得亞太傑出顧客關係服務獎，再次肯定了公司在顧客服務方面的不斷學習和對基準方案應用的不斷追求，更重要的是，這證明了我們的服務隊伍在向我們的顧客提供愉悅服務方面所作出的努力與貢獻。」

加州紅行政總裁駱國安先生表示：「加州紅一直致力追求向亞太區的顧客提供優質的飲食娛樂服務，建立及推廣健康的卡拉 OK 娛樂文化；分店包括香港、馬來西亞及菲律賓的『Red Box』、『Green Box』、『Yo Park』、『K 歌站』及中國廣州的『紅點』。我們十分榮幸獲得『2006 傑出顧客關係服務獎』選舉中的八個獎項。獎項給予我們莫大的鼓舞，是全體員工和一直支持加州紅的顧客努力所得；獎項肯定了卡拉 OK 行業的服務價值。藉今次的選舉，我們學習了各行業的豐富經驗，並將以社會的認同和鼓勵化為動力，再接再勵，不斷創新，追求卓越，向顧客持續提供更優質、綜合、健康的飲食娛樂服務。」

中國太平洋人壽保險股份有限公司經營管理委員會主席潘燊昌表示：「欣聞我們四家分公司獲得亞太顧客服務協會相關獎項，這些獎項是對我們一貫堅持『以客戶為導向』服務理念的認可，我們要繼續努力，運用更多創意方法，積極改善客戶服務體系，保持『與眾不同』，成為一家讓客戶真正信賴的專業壽險公司。」

九倉電訊客務及系統管理副總裁黃志光先生表示：「九倉電訊非常榮幸首次參加亞太顧客服務協會舉辦的2006年亞太傑出顧客關係服務獎選舉，便一連勇奪四個獎項。在公司類別中獲選為2006年度最佳客戶熱線中心（商業市場），及2006年最佳委外服務隊伍（商業流程外包），另有兩位客戶服務部的同事於個人類別中更獲得優異獎。是次獲獎見證了九倉電訊一直以來以客為先，時刻緊貼客戶需要，並以最嚴謹的態度，致力

建立以客為本的企業文化，為客戶提供卓越完備的委外服務及熱線中心，促進客戶業務發展，抓緊業務機遇。未來，我們將不斷尋求進步，務求於客戶關係管理上締造更超著的成績。」

程曦資訊整合股份有限公司總經理黃士軍先生表示：「程曦資訊之所以能夠榮獲這個殊榮，首先要感謝台灣政府職業訓練局對民服務的決心，以及局裡長官規劃指導，讓程曦委外團隊能在良好的基礎往下紮根，未來程曦資訊一定會秉持「創新、服務、溝通」的精神，以『科技實現服務，透過服務完善商務』，在客服領域再接再勵。」

復地集團客戶服務中心總監張雁惠女士表示：「作為一個在香港上市、致力於全國發展的房地產開發商，復地集團秉承『以人為藍圖』為經營理念，堅持從人性化視角打造優質房產專案。經過多年的努力與積累，復地在房地產界逐步形成了自身獨特的核心競爭力：準確的產品定位能力、成熟的多項目管理能力、周轉快速的資金運作能力、以及完善的客戶服務體系。此次在 2006 年度亞太傑出顧客關係服務獎選舉中榮獲兩個獎項——最佳顧客關係推廣服務（房地產開發）和最佳顧客體驗，復地集團深感榮幸。我們將持續努力，搭建客戶完美體驗平臺，不斷提升客戶滿意與忠誠度，並與亞太客服協會攜手，共同構建行業良性環境，推動整體行業水準不斷升級。」

香港電燈有限公司董事兼工程總經理李蘭意先生表示：「我們十分榮幸在 2006 年度亞太傑出顧客關係服務獎選舉中榮獲『最佳技術運用』獎項。這個獎項給予我們莫大的鼓舞，同時亦肯定了我們在應用最佳科技，維持世界級的可靠電力供應及優質客戶服務方面的成績。憑藉多年的穩固根基及豐富經驗，我們深信能夠繼續滿足客戶在供電服務上的需要，在我們各服務範疇上再闢高峰。」

Sony（新力）香港有限公司客戶服務本部經理黃志明先生表示：「我們十分榮幸在 2006 年度亞太傑出顧客關係服務獎選舉中榮獲兩個獎項，包括『最佳客戶熱線中心』和『最佳綜合支援服務隊伍』。作為香港顧客服務協會創會成員之一，Sony（新力）香港有限公司不斷致力提供專業技術意見和 Best-in-Class 服務，以贏得我們顧客的信任和信心，這印證了我們對顧客的承諾，為顧客提供快捷及高質素的貼心服務。我們會繼續努力，不斷挑戰更高的服務標準以超出我們顧客的期望。」

香港寬頻網絡有限公司營運總監楊主光先生表示：「香港寬頻網絡有限公司本著「想客所想、急客所急」的理念，銳意整頓我們內部各項服務流程，以達到『以客為先』的目標，從而與客戶建立更長遠的關係，令每個客戶也變成我們忠實的擁躉。為此，我們已成立個人化客戶服務『全為您』（後稱：S.D.U.），此服務將客戶服務及銷售合二為一，每位客戶將由指定尊尚服務客戶主任專責處理其戶口事宜；而客戶亦可透過專線號碼與客戶服務主任聯繫，更快捷及直接得到所需服務。S.D.U.亦為同事帶來發展機會，我們提供了相關的培訓以助同事擴闊於工作上的業務知識，同時亦將銷售及客戶服務技巧集於一身，加強同事的競爭力。」

新世界電訊客戶服務總經理譚瑞儀女士表示：「新世界電訊很榮幸於本年度亞太傑出顧客關係服務獎中獲頒三個獎項。我們專業及經驗豐富的客戶服務團隊，靈活迎接電訊業瞬息萬變的挑戰，提供快速及高效的客戶服務，助公司業務穩步發展。與此同時，我們致力為客戶提供更靈活及方便的個人化貼心服務。我們訓練有素的專業人才，定期檢討及為職員培訓、服務流程及表現管理作出適當的調整，務求達致最高客戶滿意程度。」

恒基兆業地產集團執行董事孫國林, MH先生表示：「恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理十分榮幸獲亞太顧客服務協會頒發『最佳顧客滿意品管系統』。偉邦物業管理於2003年起，連續四年勇奪『亞太傑出顧客服務獎』。本年，偉邦物業管理與恒益物業管理聯手出賽，雙雙展示客戶服務的實力，成就再獲肯定。是次再獲殊榮，足證我們致力提供優質售後服務，滿足客戶需要。未來，我們會精益求精，持續提升服務表現，提供更卓越的客戶服務。」

中興通訊股份有限公司手機呼叫中心主任談慧鳳女士表示：「我們十分榮幸在 2006 年度亞太傑出顧客關係服務獎選舉中榮獲最佳客戶熱線中心獎項。ZTE 中興通訊手機呼叫中心始終秉承向廣大用戶提供優質服務的理念，在過去的幾年中作出了巨大的努力，也取得了卓越的成績。這一次能夠贏得亞太傑出顧客關係協會的最佳客戶熱線中心評選，是對我們 ZTE 中興通訊手機呼叫中心高效管理和卓越服務的又一次肯定。感謝亞太傑出顧客關係協會提供這樣一個良好的交流平臺！」

Dialog Telekom Ltd.顧客服務與聯絡管理總監 Sandra De Zoysa 女士表示：「顧客與員工是我們最寶貴的財產。我們努力提供世界級顧客服務，並透過持續改進不斷追求卓越。我們的隊伍希望能用溫暖關愛的服務讓

顧客感到喜悅，他們努力始終符合質量標準與顧客服務交付流程基準方案。我們在人力資源開發與表現管理系統的投資讓我們能透過多重服務維度提供可持續表現。我們的隊伍是東南亞首間榮獲四項亞太傑出顧客關係服務獎項的服務機構，其中包括傑出顧客關係服務獎，對此我們感到非常榮幸。這項成就將鼓勵我們繼續努力，以顧客為中心改善服務。我們向亞太顧客服務協會在優質顧客服務標準之旅中給我們所提供的支持與指引表示感謝。」

2006 年度各個獎項類別的得獎者： —

## 公司獎項類別

2006 年傑出顧客關係服務獎

2006 年度最佳技術運用

2006 年度最佳技術運用（資訊科技整合服務）

2006 年度最佳技術運用（飲食業）

2006 年最佳客戶體驗

2006 年度最佳知識管理

2006 年度最佳客戶熱線中心

2006 年度最佳客戶熱線中心（商業市場）

2006 年度最佳客戶熱線中心（消費市場）

2006 年度最佳客戶熱線中心（保險服務）

2006 年最佳顧客關係推廣服務（物業發展）

2006 年最佳顧客關係推廣服務（保險業）

2006 年最佳顧客關係推廣服務（飲食業）

2006 年最佳企業服務隊伍

2006 年最佳顧客忠誠計劃

2006 年最佳顧客滿意品管系統（物業管理）

2006 年最佳顧客滿意品管系統（保險業）

2006 年最佳顧客服務中心

2006 年最佳顧客服務中心（保險業）

2006 年最佳效率顧客服務

2006 年最佳創意科技

2006 年最佳綜合支援隊伍（消費市場）

2006 年最佳綜合支援隊伍（電訊業）

2006 年最佳委外服務隊伍（資訊科技服務）

2006 年最佳委外服務隊伍（客戶熱線中心）

2006 年最佳委外服務隊伍（商業流程外包）

2006 年最佳人力發展計劃（物業管理）

2006 年最佳人力發展計劃（物流業）

2006 年最佳人力發展計劃（飲食業）

DIALOG TELEKOM LTD.

香港電燈有限公司

程曦資訊整合股份有限公司

加州紅集團

復地（集團）股份有限公司

DIALOG TELEKOM LTD.

SONY (新力)香港有限公司

九倉電訊有限公司

中興通訊股份有限公司

中國太平洋人壽保險股份有限公司上海分公司

復地（集團）股份有限公司

中國太平洋人壽保險股份有限公司山西分公司

加州紅集團

加州紅集團

加州紅集團

恒基兆業地產集團物業管理部 (恒益及偉邦)

中國太平洋人壽保險股份有限公司北京分公司

DIALOG TELEKOM LTD.

中國太平洋人壽保險股份有限公司吉林分公司

新世界電訊有限公司

DIALOG TELEKOM LTD.

SONY (新力)香港有限公司

香港寬頻網絡有限公司

惠普香港公司

程曦資訊整合股份有限公司

九倉電訊有限公司

康業服務有限公司

DHL EXPRESS 香港

加州紅集團

## 個人獎項類別

2006 年傑出行政總裁

2006 年傑出顧客關係管理董事

2006 年傑出顧客服務經理（顧客服務中心）

2006 年傑出顧客服務組長（顧客服務中心）

2006 年傑出顧客服務組長（客戶熱線中心）

2006 年傑出顧客服務專業人員（顧客服務中心）

2006 年傑出顧客服務專業人員（客戶熱線中心）

優異獎—2006 年傑出顧客服務經理（顧客服務中心）

優異獎—2006 年傑出顧客服務經理（顧客服務中心）

優異獎—2006 年傑出顧客服務經理（顧客服務中心）

優異獎—2006 年傑出顧客服務經理（顧客服務中心）

優異獎—2006 年傑出顧客服務組長（顧客服務中心）

駱國安, 加州紅集團

黃士軍, 程曦資訊整合股份有限公司

蔡美瑩, 香港上海滙豐銀行有限公司

鍾玉玲, 加州紅集團

伍陳群愛, 香港上海滙豐銀行有限公司

謝玲, 實惠傢居廣場

范珏慧, 香港寬頻網絡有限公司

周繼仁, 加州紅集團

韓傑華, 香港上海滙豐銀行有限公司

劉海傑, 實惠傢居廣場

練滿紅, 實惠傢居廣場

胡啓源, 實惠傢居廣場

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|-----------------------------|---------------------|
| 優異獎—2006年傑出顧客服務組長（顧客服務中心）   | 陳嘉敏, 實惠傢居廣場         |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 余至珩, DHL EXPRESS 香港 |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 駱誠鋒, 香港寬頻網絡有限公司     |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 方家源, 香港寬頻網絡有限公司     |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 莫秀雲, 新世界電訊有限公司      |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 黃宛玲, 九倉電訊有限公司       |
| 優異獎—2006年傑出顧客服務組長（客戶熱線中心）   | 陳潔梅, 和記電訊（香港）有限公司   |
| 優異獎—2006年傑出顧客服務專業人員（顧客服務中心） | 陳詠思, 香港上海滙豐銀行有限公司   |
| 優異獎—2006年傑出顧客服務專業人員（顧客服務中心） | 陳筱茜, 香港寬頻網絡有限公司     |
| 優異獎—2006年傑出顧客服務專業人員（顧客服務中心） | 陳偉業, 實惠傢居廣場         |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 曾穎珊, 利來客            |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 關雅珊, 渣打銀行(香港)有限公司   |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 劉啓華, 新世界電訊有限公司      |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 郭偉淳, 香港上海滙豐銀行有限公司   |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 陸嘉勵, 香港寬頻網絡有限公司     |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 王碧霞, 香港寬頻網絡有限公司     |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 劉玉貞, 九倉電訊有限公司       |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 梁潔心, 和記電訊（香港）有限公司   |
| 優異獎—2006年傑出顧客服務專業人員（客戶熱線中心） | 梁美玉, 和記電訊（香港）有限公司   |

獲獎公司亦受邀於 2007 年 7 月 5-6 日舉行的「傑出客戶關係管理及優質顧客服務標準亞太高峰會」中發表演講。這個高峰會是一個亞太區會議，讓區內的領導機構地展示其顧客服務和客戶關係管理的最佳個案、成功經驗、和技術等，並包括由客戶關係管理行業的權威人士和專家發表主題演講。

#### **亞太傑出顧客關係服務獎選舉主辦機構**

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

亞太顧客服務協會成立的信念在於「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標準，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。

亞太顧客服務協會與國際教育伙伴與國際成員機構共同提供全球性認可的培訓證書課程，範圍包括顧客關係管理、客戶服務、熱線中心。所有證書課程均根據國際客戶服務標準。如有興趣認識亞太顧客服務協會，請到 [www.apcsc.com](http://www.apcsc.com) 網頁瀏覽。

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有關新聞採訪、傑出顧客關係服務（CRE）及優質顧客服務標準（CSQS）亞太高峰會，以及亞太傑出顧客關係服務獎選舉的推廣支持及贊助，卓越客戶關係管理和優質顧客服務標準亞太高峰會，請致電 852+2174 1428 與劉小姐聯絡，或透過電郵至 enquiry@apcsc.com