



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

5 Market Leaders Awarded with People Site Certification from APCSC “Recognition of our efforts and commitment to provide top quality customer service”

Hong Kong, China, 13 June 2013 – Five 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:

- *GIA Hong Kong Laboratory Ltd. (GIA)*
- *International Herald Tribune (IHT)*
- *Nexusguard Ltd. (Nexusguard)*
- *Mead Johnson Nutrition (Hong Kong) Ltd.*
- *Quality HealthCare Medical Services Ltd.*

The honored business units are:

Client Services and Gemological Services Department
IHT
Customer Service Department of Nexusguard
Consumer Relationship Management Department
Call Center

People Site Certifications are presented to organizations that have over 90% of their Customer Service and Contact Center 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), Certified Customer Service Analyst and Auditor (CCSA), and Certificate in Customer Service Management (CCSM).

Mr. Jason Chu, Chairman of APCSC emphasized, “Investments in people development, training, and certification lay down the cornerstone for best employer company. With increasing channels and competitions, customers are more selective with professional pre and post sales services and customer experience cross channels. Leading firms continue to ensure excellent people development in order to retain and nurture their most valuable customers and employees. Congratulations to the People Site Certification companies for their successes in motivating and nurturing both their employees and customers with a strong commitment and customer experience management strategies to lead the market and to achieve stronger satisfactions, relationships and loyalty. Congratulations to their customer facing employees in achieving the professional certifications.”

Mr. Wai Man Cheng, Director of GIA Hong Kong Laboratory Ltd. said, “We are honored to receive the People Site Certification award from Asia Pacific Customer Service Consortium. This is the recognition of our efforts and commitment to provide top quality customer service. As an organization with a proud history of research, education and laboratory services, we place a premium on quality, values, ethical standards and customer service. I believe this recognition could motivate our Laboratory staffs to continue to endeavor to serve the industry and the public with excellence.”

Mr. Adrian Luwa, Operation Director, Nexusguard Limited said, “We are honored to receive the People Site Certification from the Asia Pacific Customer Service Consortium (APCSC). Not only does it demonstrate our commitment to all Nexusguard customers, it also recognizes our efforts in providing our employees the opportunity for personal growth. Nexusguard is currently the only Internet security service provider to receive this certification. As an Internet security service provider, Nexusguard's core values perfectly match those advocated by the People Site Certificate: Integrating professional customer service staff with mission critical services and processes to ensure that efficient and reliable services are provided to all customers with unique and sophisticated requirements. Therefore, we are proud to help employees further develop their skills and even prouder that our employees responded with such enthusiasm—at the end of the day, this creates a "win, win, win" situation in which Nexusguard strengthens its core values, employees understand that they are encouraged to continuously enhance and expand their skill sets, and clients are served a little better as each day passes. Our motto at Nexusguard is "Your uptime, our passion." As DDoS attacks grow in complexity, sophistication and organization, we need more than technology and finesse. Each time our clients are attacked, we pour our heart and soul into taking care of the security ends for our clients so they can focus on the business side with unprecedented peace of mind. It's more than just business, we let our clients know we care.”

Miss Florence Wong, General Manager of Mead Johnson Nutrition (Hong Kong) Ltd said, “We are honored to receive the People Site Certification award from APCSC again. This is the fourth year we received this award. It recognizes our commitment to provide professional and customer-centric services to our customers. We believe good customer relationship is the key to success in this competitive and dynamic business environment. Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care. 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.”

Mr. Paul Li, Executive Director of Quality HealthCare Medical Co., Ltd. said, “We are very pleased to once again be awarded by the Asia Pacific Customer Service Consortium. This is the recognition of our efforts and commitment to providing top quality customer service. I believe it could motivate all the staff at QHMS to endeavor to exceed our customer expectations. The 24-hour medical call centre of our Customer Services Department (CSD) often acts as the first point of customer contact, answering enquiries on different services. CSD handles more than 50,000 calls and 3,000 emails a month, including enquiries on panel doctors' information, appointment booking, emergency assistance, and inpatient admissions. Quality HealthCare is proud of the continuous commitment and dedication that our staff has demonstrated towards quality services. We are always



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actively listening to our customers' feedbacks, and we treat them as useful resources for our ongoing improvement and measurement of success." Mr Li commented, "As Quality HealthCare has continued to diversify our offerings to the community, and visitors from China, we will allocate more resources to empower our staff through training, certification and knowledge management to strive for all rounded service excellence. Also a new multi media call centre system with over 4 million Hong Kong dollars investment had been launched in Sep 2011. As a market leader in medical call center, we commit to deliver quality customer services to our clients so as to achieve future success in meeting customer's needs."

The People Site Certification is offered free of charge and is renewed on an annual basis provided that 90% 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). 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

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 or visit www.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 governments, 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 Center, CRM and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

About GIA Hong Kong Laboratory Ltd

As an independent nonprofit institute, GIA is recognized as The World's Foremost Authority in Gemology™. GIA developed the 4Cs and the International Diamond Grading System™, the grading standard adopted around the globe. GIA's mission is to ensure the public's trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism through education, research, laboratory services, and instrument development.

About Nexusguard

Nexusguard is an industry-leading Internet security service provider, proven by years of experience mitigating thousands of attacks per month. Established in 2008, Nexusguard continues to provide innovative end-to-end, cloud-based Internet security solutions. By protecting clients against the ever-increasing and evolving multitude of Internet threats, Nexusguard's cloud-based security solutions empower clients around the globe with uninterrupted services.

About Mead Johnson Nutrition (Hong Kong) Limited

Mead Johnson Nutrition is a global leader in infant and children's nutrition. Our company was founded more than 100 years ago – and has been committed from its very beginning to earning the trust of parents and health care professionals by offering scientific evidence of the benefits of our products. This commitment is driven by the pride and passion of our workforce.

About Quality HealthCare Medical Services Limited

Quality HealthCare Medical Services 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 580 Western and Chinese medical centres, and 47 dental and physiotherapy centres. In 2011, our network recorded more than 2.8 million healthcare visits. We also operate Hong Kong's longest-established nursing agency and one of our medical practices has been serving Hong Kong people for over 140 years. In 2010, Quality HealthCare became a member of Fortis Global Healthcare, pan-Asian's largest healthcare group, with footprints covering over 12 countries in the region. Fortis Global Healthcare is committed to providing premier patient-centric healthcare across Asia and Australia, spanning the healthcare spectrum, from hospitals to diagnostics, primary care, and other healthcare segments.

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**For Press interviews, People Site Certification, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship**, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, MSN: [enquiry@apcsc.com](mailto:enquiry@apcsc.com), QQ : 2303712688.