



Asia Pacific  
Customer  
Service  
Consortium

Asia Pacific Customer Service Consortium  
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FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium (APCSC) Announces  
International Customer Service Paper & Project Awards  
At the Customer Service Quality Standard (CSQS) Roundtable– Shanghai, China**

Shanghai, China, 10th November 2006 – Asia Pacific Customer Service Consortium officially introduced the International Customer Service Paper & Project Awards (ICSP Awards) to leaders and senior executives of Service Quality, Customer Service and CRM in the Customer Service Quality Standard (CSQS) Roundtable.

Asia Pacific Customer Service Consortium launched the awards to recognize students who have outstanding performance in their customer service paper and project in the Global certification program organized by APCSC. The assessment criteria of the awards included to what extent the project reflected the understanding and application of best practice, business impact and return on investment. In addition, students would be invited to give a case presentation on their paper and project. Through the awards, APCSC expected an elevation in the customer service quality and customer relationship excellence for international cities in the Asia Pacific. The awards also encouraged corporations to further invest on people development for managing and improving their customer service operations systematically and effectively so that customer requirements and expectations are met consistently and efficiently with the delivery of service excellence. Global certification programs assessed under the awards included: Certified CRM Director (CRMD), Certified Customer Service Analyst and Auditor (CCSA), Certified Call Center Manager (CCCM), Certified Call Center Supervisor (CCCS), Certificate in Customer Service Management (CCSM) and Certificate in Service Excellence Leadership (CSEL).

Mr. Jason Chu, Chairman of APCSC said, “People and innovation are two key determining factors in the market competition today. In order to achieve Customer Relationship Excellence, APCSC has been dedicated to developing standards and certification programs for building professional customer service competence in the region. To further encourage research, innovation and knowledge sharing creating business impact and action learning projects from the customer service industry and CRM community, APCSC will start accepting papers and projects from for annual International Customer Service Paper & Project Awards. High quality papers will be accepted to present at APCSC annual summit and regular forums and roundtables for greater awareness and knowledge sharing.”

Global certification programs organized by APCSC have been adopted by leading corporations throughout the region. The certifications are recognized in the region and are endorsed by local universities as well as international bodies. It enables organizations to build World-Class Customer Service Standards. APCSC organizes onsite trainings for market leaders, included DHL Global Forwarding, Quality HealthCare, Fuji Xerox, UL International, Lectra, CITIC Ka Wah Bank Limited, S.W.I.F.T. srl and Dao Heng Insurance Co., Ltd. Meanwhile, selected courses provided by Hong Kong Customer Service Consortium are registered as reimbursable programs under the Continuing Education Fund (CEF) of Hong Kong SAR government:

- Certificate in Customer Service Management (CCSM)
- Certificate in Service Excellence Leadership (CSEL)
- Certificate in Professional Customer Service (CPCS)

APCSC is inviting leading organizations to contribute to the success of the International Customer Service Paper & Project Awards, please check <http://www.apcsc.com> for more information.

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**Asia Pacific Customer Service Consortium ([www.apcsc.com](http://www.apcsc.com))**

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

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即時發放

## 亞太顧客服務協會(APCSC)隆重介紹 國際顧客服務研究案例及項目報告獎 (International Customer Service Paper & Project Awards) 暨顧客服務質量標準 (CSQS) 圓桌會議 - 上海，中國

上海，中國 – 2006 年 11 月 10 日 – 在亞太顧客服務協會舉辦的顧客服務質量標準 (CSQS) 圓桌會議中，亞太顧客服務協會(APCSC)隆重向服務質素、質量管理、客戶服務和客戶關係管理界的決策人和高層主管介紹國際顧客服務研究案例及項目報告獎(International Customer Service Paper & Project Awards)。

亞太顧客服務協會推行國際顧客服務研究案例及項目報告獎的目標是嘉許在該協會所舉辦的國際認可證書課程中所遞交的報告有卓越表現的學員。獎項的評審準則包括了報告內容是否充分反映證書課程中所教授的最佳守則方法、商業效益和投資回報率及學員就報告所作出的匯報。亞太顧客服務協會希望藉此提升亞太區各國際都會的顧客服務質素和優質顧客關係，鼓勵更多公司投入資源培訓員工，使企業能更有系統及有效地管理和改善顧客服務運作，透過提供優質服務以準確及迅速地回應顧客要求。納入這個獎項的國際認可證書課程包括：客戶關係管理總監證書 (CRMD)、顧客服務分析及審查員證書 (CCSA)、客服中心經理證書 (CCCM)、客服中心主管證書 (CCCS)、顧客服務管理證書 (CCSM) 等等。

亞太顧客服務協會(APCSC)主席朱剛岑先生表示：「人才和創新是未來市場競爭中的決定性因素。為達到傑出顧客關係服務，亞太顧客服務協會一直致力發展服務標準和認證課程，建立亞太區專業客戶服務的基礎和典範。為進一步鼓勵具商業效用的研究，創新，知識分享和來自客戶服務及客戶關係管理社群的行動學習報告，亞太顧客服務協會將正式開始接受國際顧客服務研究案例及項目報告獎提名和參選，高素質之論文和報告的發表者將獲邀於亞太顧客服務協會定期舉辦之論壇、圓桌會議和週年高峰會中發表，藉此提高報告被關注的程度並作知識分享提昇服務價值。」

亞太顧客服務協會所舉辦的國際認可證書課程已被許多領先的區域機構所採用，而且被本地大學及國際組織所認可，公信力無可置疑。多年來，亞太各地區各行業的人士均積極參加亞太顧客服務協會和香港顧客服務協會所舉辦之課程。協會更為多家市場領導公司舉辦實地培訓課程，當中包括 DHL Global Forwarding，卓健醫療，富士施樂，UL 安全檢定國際有限公司、力克(Lectra)、中信嘉華銀行，S.W.I.F.T. srl, 和道亨保險有限公司等等。與此同時，以下由香港顧客服務協會（HKCSC）開辦的課程已登記為香港特別行政區政府持續教育基金（CEF）的可獲發還款項的課程：

- 顧客服務管理證書 (CCSM)
- 傑出服務領導證書 (CSEL)
- 專業顧客服務證書 (CPCS)

亞太顧客服務協會謹此邀請各領導機構參與、推動亞太顧客服務協會所舉辦的認證課程和國際顧客服務研究案例及項目報告獎。若需索取任何相關資料，請登入 <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。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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