



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

The Customer Loyalty Award Forum & Certificate in Customer Service Management Organized by APCSC

Hong Kong, China – February 9, 2006 -- The Asia Pacific Customer Service Consortium (APCSC) organized **The Customer Loyalty Award Forum 2006 (the Forum)** for Asia Pacific business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the **Customer Relationship Excellence Awards (CRE Awards)** participants. The presentations are part of the CRE Awards assessment process.

Mr. Jason Chu, Chairman of APCSC took the opportunity to encourage all the CRE Awards participants to set world class customer service standards in their respective industries and borrow ideas from cross industry leaders and presenters. Some of the industry leaders presenting their business cases in the Forum included the following:

- Eaton Hotel Hong Kong
- Hong Kong Broadband Network Ltd.
- Hong Yip Service Co. Ltd.
- Hysan Property Management Ltd.
- New World Telecommunications Ltd.
- Pacific Satellite International Ltd.
- S.W.I.F.T. srl
- The Hongkong Electric Co., Ltd.
- Well Born Real Estate Management Ltd.

During the Forum, Mr. Chu also announced the launch of the new certification course “**Certificate in Customer Service Management**” (CCSM). The CCSM, course code 21C04911-5, starting in February 2006 has been approved by the Secretary for Education and Manpower of Hong Kong, under the *business services sector*. **The Hong Kong Customer Service Consortium (HKCSC)** has been registered as the course provider, institution code 668, under the *Continuing Education Fund (CEF)*.

Each company has applied for different categories in the CRE Awards. The participants need to demonstrate the role of Customer Relationship Excellence in their organizations; the performance of the Customer Service Center; successful strategies for attracting and retaining customers; innovation, technology, service and support overview; interdepartmental communication; measuring success and customer satisfaction levels; identifying revenue opportunities, etc. The CRE Awards is Asia's best award for Customer Relationship Excellence. **The 2006 CRE Awards are now open for application.**

The CRE Awards also takes the standards set out in the Customer Service Quality Standard (CSQS) into consideration. Applicants will be measured against these standards to check for compliance in the respective areas during a site visit assessment as the next step. The CSQS is also taught with indepth details on how to implement and audit in the Certificate in Customer Service Management (CCSM) course.

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

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. Through the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship Excellence as a core business value** 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.

About The Continuing Education Fund

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. Information on the reimbursable courses can be obtained from the Office of the Continuing Education Fund (OCEF) and registered course providers, through the Community Cyber Points of District Offices.

For Press interviews and APCSC CRE Awards participation and sponsorship, please contact Ms Stella Lau by tel: (852) 21741428 or email: stella.lau@apcsc.com



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新聞稿

亞太顧客服務協會舉辦 亞太傑出顧客關係服務獎商業方案匯報 及 顧客服務管理證書課程

中國，香港 – 2006年2月9日—亞太顧客服務協會(APCSC) 舉辦了亞太傑出顧客關係服務獎商業方案匯報，給予亞太區商業團體及公司會員參加。為期兩日的**商業方案匯報**是亞太傑出顧客服務獎其中一個評審環節。

亞太顧客服務協會(APCSC)主席，朱剛岑先生藉此機會鼓勵所有亞太傑出顧客關係服務獎參加公司，在他們的行業訂立世界級顧客服務標準及在其他不同行業領導者及演講者中吸收新思維。來自不同行業的領導者在論壇上匯報他們的商業方案，其中包括以下公司：

- 香港逸東酒店
- 香港寬頻網絡有限公司
- 康業服務有限公司
- 希慎物業管理有限公司
- 新世界電訊有限公司
- 栢衛通訊器材有限公司
- S.W.I.F.T. srl
- 香港電燈集團有限公司
- 偉邦物業管理有限公司

在論壇當中，朱剛岑先生公佈了最新國際認可證書課程 – 「**顧客服務管理證書**」(CCSM)。從2006年2月起，顧客服務管理證書課程，課程編號21C04911-5，得到香港教育統籌局局長認可，在持續進修基金的「**可獲發還款項課程**」名單之內，範疇為商業服務，並以**香港顧客服務協會 (HKCSC)** 作為培訓機構，培訓機構編號668。

每間公司都參加了亞太傑出顧客關係服務獎中不同的獎項類別。參加者需要展示傑出顧客關係在他們公司中的角色、顧客服務中心的表現、吸引及保留客戶的成功策略、創新方法及科技在公司中的角色、服務及支援概要、部門間的溝通、量度成功及顧客滿意程度，以及發掘增加收益的機會等等。

亞太傑出顧客關係服務獎更利用優質顧客服務標準(CSQS)作為評審標準。參加公司將會在下一評審階段的實地考察中利用優質顧客服務標準去評審有關範疇的表現。有關怎樣實施及審查優質顧客服務標準的詳細資料將會在「顧客服務管理證書課程」中教授。

亞太傑出顧客關係服務獎是亞太區內最具公信力的顧客關係服務獎。2006年度亞太傑出顧客關係服務獎現在接受申請。

亞太顧客服務協會 (APCSC) (www.apcsc.com)

亞太顧客服務協會(APCSC)成立的信念在於「優質的顧客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。透過亞太傑出顧客關係服務獎的舉辦，亞太顧客服務協會推廣「亞太區國際都會的商業價值核心乃顧客關係」，並以此同時肯定那些為客戶提供出色服務的企業、團體和個人。

持續進修基金(CEF)

持續進修基金為有志進修的成年人提供持續教育和培訓資助。合資格的申請人可就多於一個可獲發還款項課程申領發還款項。完成可獲發還款項課程或該等課程的部分單元後，可獲發還有關課程費用的80%或上限10,000港元。報讀由教育統籌局局長認可的持續教育和培訓課程，才符合申請資格。有關可獲發還款項課程的資料，可向持續進修基金辦事處或各註冊辦學機構查閱，同時也可透過各區民政事務處的社區數碼站獲得。

有關新聞採訪或參加亞太傑出顧客關係服務獎選舉或其推廣支持及贊助，請致電852+ 2174 1428 與 Ms. Stella Lau 聯絡，或透過電郵至 stella.lau@apcsc.com