



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

The Customer Loyalty Award Forum International CRM, CIS & Service Symposium & Customer Relationship Excellence Summit Organized by APCSC

Hong Kong, China – February 6, 2007 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The Customer Loyalty Award Forum (the Forum)**, a three-day program consisted of *Business Case Presentations* from the **Customer Relationship Excellence Awards (CRE Awards)** participants for APCSC members and business communities. 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:

- *California Red Limited*
- *Chain Sea Information Integration Co., Ltd*
- *China Pacific Life Insurance Co., Ltd.*
- *DHL Express (Hong Kong) Limited*
- *Dialog Telekom Limited.*
- *Hewlett-Packard HK SAR Limited*
- *Henderson Land Group Property Management Department (Hang Yick and Well Born)*
- *The Hongkong Electric Co., Ltd.*
- *Hong Kong Broadband Network Ltd.*
- *Hong Yip Service Co., Ltd.*
- *New World Telecommunications Limited*
- *Shanghai Forte Land Co., Ltd.*
- *Sony Corporation of Hong Kong Ltd.*
- *Wharf T&T Ltd.*
- *ZTE Corporation*

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 and call centers; successful strategies for attracting and retaining customers, and identifying revenue opportunities; management innovation, technology and support service integration successes.

The CRE Awards is Asia's best award for achieving Customer Relationship Excellence. The CRE Awards has adopted the advanced service model set out in the **Customer Service Quality Standard (CSQS)** as judging criteria. The CRE Awards applicants will be assessed against the key success factors and world class standards objectively to check for achievement and compliance in the respective areas during a site visit assessment as the next step.

During the Forum, Mr. Chu also announced the upcoming **Customer Relationship Excellence and Customer Service Quality Standard Summit (The Summit)** and introduced the **International CRM, CIS & Service Symposium (The Symposium)**, both to be held **on July 5-6, 2007, Hong Kong** to advance service and business performance.

The Summit is a regional conference with keynote presentations by world class leading companies, CRE Awards finalists, past winners, and quality experts of the Leadership Community to exhibit and showcase business strategies, customer relationship excellence business cases, and latest quality management systems for customer oriented companies. (www.apcsc.com/cresummit)

The Symposium provides an international knowledge management network Organized from an interdisciplinary perspective for senior business executives, CRM/CIS experts, academic and postgraduate researchers to share and build knowledge about customer relationship management, customer information system and service. The Symposium is organized in conjunction with the **International Customer Service Paper and Project (ICSP) Awards** dedicated to develop best practices and insights from business case projects, advance knowledge from research, and build professional customer service business competence in the region. (www.apcsc.com/symposium)

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 Awards.

For sponsorship, press interviews and CRE Awards, Summit, Symposium participation, please contact Ms Stella Lau by tel: (852) 21741428 or email: enquiry@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滙報； 卓越客戶關係管理(CRE)及優質客戶服務標準(CSQS)亞太高峰會 暨 國際顧客關係管理、顧客資訊系統及服務研討會

中國，香港 - 2007年2月6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滙報，給予亞太區會員及商業團體公司會員參加。為期三日的商業方案滙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滙報他們的商業方案，其中包括以下公司：

- 加州紅
- 程曦資訊整合股份有限公司
- 中國太平洋人壽保險股份有限公司
- 敦豪國際速遞(香港)有限公司
- Dialog Telekom Limited
- 惠普香港公司
- 恒基兆業地產集團物業管理部
(恒益/偉邦)
- 香港電燈集團有限公司
- 香港寬頻網絡有限公司
- 康業服務有限公司
- 新世界電訊有限公司
- 復地(集團)股份有限公司
- 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

以上公司均參加了亞太傑出顧客關係服務獎中不同的獎項類別。參加者須展示傑出顧客關係在公司中的角色、顧客服務中心和熱線中心的表現、吸引及保留客戶的成功策略、發掘增加收益的機會、管理的創新、綜合技術支援服務的傑出表現等等。

亞太傑出顧客關係服務獎是區內最具公信力的顧客關係服務獎。該獎項使用以先進的服務理念所建立的優質顧客服務標準(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使用優質顧客服務標準中的主要成功因素和國際標準客觀評審有關範疇的表現。

於論壇期間，朱先生同時宣佈和介紹將於2007年7月5-6日舉行之**卓越客戶關係管理(CRE)及優質客戶服務標準(CSQS)亞太高峰會 (Customer Relationship Excellence and Customer Service Quality Standard Summit)** 暨**國際顧客關係管理、顧客資訊系統及服務研討會 (International CRM, CIS & Service Symposium)**。

亞太峰會是一個由各市場領導企業主講之區域性峰會。亞太傑出顧客關係服務獎的最終入圍公司、歷屆得主、以及各業界質量管理專家和領袖均可藉此峰會向以客為本之公司展示其商業策略，卓越客戶關係管理成功商業方案和最新的質量管理系統等。(www.apcsc.com/cresummit)

國際研討會為來自各行業的高級行政人員，CRM/CIS 專家，學術研究者和研究所學生，提供一個國際性的知識管理平臺，分享和建立與顧客關係管理、顧客資訊系統及服務的相關知識。研討會將聯同**國際顧客服務論文及方案獎 (ICSP)** 舉辦，此獎項旨在從商業方案發展最佳守則和見解，從研究取得先進的知識，從而於亞太區內建立專業顧客服務業的營商實力。(www.apcsc.com/symposium)

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的國際城市推廣優質顧客關係及服務質量。同時透過亞太傑出顧客關係服務獎致力表彰那些為客戶提供出色服務的企業、團體和個人。

有關贊助，傳媒採訪或參加亞太傑出顧客關係務獎，亞太峰會或國際研討會，請致電852+ 2174 1428 與 Ms. Stella Lau 聯絡，或透過電郵至enquiry@apcsc.com