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Henderson Land Group and Hang Lung Properties Honored with CSQS Certification Distinction from APCSC

“Uplifted Leadership in innovation, CEM, engagement, process improvement integration”

Hong Kong, China – June 15, 2018 -- The Asia Pacific Customer Service Consortium (APCSC) presents the **International Customer Service Quality Standard (CSQS) site certificate** to **Henderson Land Group Property Management Department (Hang Yick, Well Born and H-Privilege) and Hang Lung Properties Limited** in recognition of their achievements and high level of compliance to **CSQS** in 2018. Customers of the properties, property management sectors will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC, commended, “The International Customer Service Quality Standard, CSQS is developed by the Asia Pacific Customer Service Consortium APCSC, jointly with the Hong Kong University, HKU Research Team. It has integrated the Balanced Scorecard Management System, customer experience and lifecycle management, employee engagement, and best practices of CRE Awards winners; so as to ensure CSQS set the world class benchmark. CSQS helps firms enhance operation efficiency, brand loyalty, and move ahead of the competition. As the assessment criteria of the International CRE Awards, CSQS has established a world-class management framework to innovate and transform, strengthen CRE strategies with clearer guidelines for cross function and industry deployment.”

Mr. Chu further addressed, “The certified CSQS leaders have uplifted their service leadership in innovation, customer experience management, employee engagement, and process improvement integration efforts through the Certificate in Customer Service Management (CCSM) program and CSQS improvement projects. They not only have created excellent ROI’s in their portfolios and investments in people, customers and corporate brand but also have set new industry benchmark in Asia Pacific. Congratulations for their dedication to quality and business achievement!”

Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd. said, “Henderson Land Group Property Management Department (Hang Yick, Well Born and H-Privilege) with CSQS Certification Distinction, has been achieved various kinds of Awards presented by the Asia Pacific Customer Service Consortium over the past years. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment – ‘customer-oriented’ and continue to strive for excellence to offer quality and premium property management services for our customer.”

Mr. Edward Lo, Head of Learning and Development of Hang Lung Properties said, “Hang Lung Properties is honored to receive the **CSQS Level 3 Certification** presented by APCSC this year. This reaffirms the commitment and continuous efforts we have made to provide excellent customer service. Academy 66, the Learning & Development Department of Hang Lung was first established in 2012 based on the International Customer Service Quality Standard (CSQS) Model. By implementing CSQS model, we are able to systemize and optimize our training function, promote corporate culture and values, and remain competitive in the labour market. Living up to the business philosophy of We Do It Right, Hang Lung sees every staff member as our valuable assets and we have dedicated significant resources for staff training and development program. This is not only beneficial to the individual career development of the staff but is also essential for the sustainable development of the Company.”

Introduction & Overview of the International CSQS Excellence Model: “Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to corporation, business units and customer service organizations that seek to excel in customer relationship excellence. The goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve interdepartmental and company wide integration.

Integration of the Balanced Scorecard & ISO9000: CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear guidelines and requirements to transform an organization into a customer-centric strategic business unit.

The assessment standard for the International Customer Relationship Excellence (CRE) Awards: CSQS is so crucial to customer service that it became the assessment standard for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental standard that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSQS integrates CRE Best Practices: “Each year, we refine the standard by deriving best practices of our immediate CRE winners. Users of the CSQS have also given us very good feedback. The standard has helped integrate and enhance their management systems and raised the entire firm’s awareness of CRE,” said Chu. APCSC also organizes CRE & CSQS Roundtables internationally to promote and elevate CRE in Beijing, Shanghai, Guangzhou, Shenzhen, HK, Taipei, Singapore, Kuala Lumpur, Bangkok, Phnom Penh, Jakarta, Sri Lanka and throughout Asia Pacific.

CSKM empowers the frontline: The assessment of CSQS is progressively divided into three levels: **intention, implementation and integration**. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 Levels of CSQS Achievements: CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Operation Service Center; Level II Proactive Service Center; Level III Strategic Business Unit**.

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 Regions 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.

Henderson Land Group Property Management Department—Hang Yick Properties Management ,Well Born Real Estate Management and H-Privilege www.hld.com

Henderson Land Group Property Management Department(Hang Yick ,Well Born and H-Privilege) is dedicated to providing one-stop sophisticated services including finance control, facility management, security, cleaning and maintenance services to high-end properties, mass residential-cum-retail projects and car parks developed by the Group. Over the years, Hang Yick, Well Born and H-Privilege continue to earn praise from the public and have received over 1000 international and local accolades and accreditation in various performance-related aspects.

Hang Lung Properties Limited www.hanglung.com

Hang Lung Properties Limited (HKSE stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer operating in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan and Hangzhou, with all the Mainland projects carrying the “66” brand. As Hang Lung’s business continues to grow, the Company is set to develop into a highly admired national commercial property developer in China.

For Press interviews, **APCSC CRE & CSQS Leadership Summit, CRE Awards promotion and sponsorship, International Customer Relationship Excellence & Innovation Expo**, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC. QQ : 2303712688, WeChat: APCSC_CRE.