



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 21, 2008 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The Customer Loyalty Award Forum (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:

- *Citybase Property Management Ltd*
- *CPCNet Hong Kong Limited*
- *DHL Express (Hong Kong) Limited*
- *Goodwell Property Management Limited*
- *Grandeur Property Management CO. Ltd*
- *Henderson Land Group Property Management Department (Hang Yick and Well Born)*
- *Hong Yip Service Co. Ltd.*
- *New World Telecommunications Limited*
- *RHB Bank Berhad Singapore*
- *S.W.I.F.T. SCRL*
- *Wharf T&T Limited*
- *China Pacific Life Insurance Co., Ltd*
- *China Elite Info Co., Ltd (Guangzhou)*
- *China Citic Bank Credit Card Centre*

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 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.

During the Forum, Mr. Chu also introduced the upcoming International CRM, CIS & Service Symposium (**The Symposium**) and Customer Relationship Excellence and Customer Service Quality Standard Summit (**The Summit**) on 26-27 June 2008.

**The Symposium** provides a knowledge management network for marketing experts, research professionals, industry quality experts, postgraduate students and senior executives 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 developing standards and certification programs for building professional customer service competence in the region. ([www.apcsc.com/symposium](http://www.apcsc.com/symposium))

**The Summit** is a Regional Conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by honorable guests of APCSC, government and industry leaders and experts of the Leadership Community. ([www.apcsc.com/cresummit](http://www.apcsc.com/cresummit))

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

**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](mailto: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 – 2008年2月21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，讓亞太區商業團體及公司會員參加。為期兩天的商業方案滙報乃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參加亞太傑出顧客關係服務獎的公司，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：

- 港基物業管理有限公司
- CPCNet Hong Kong Limited
- DHL Express 香港
- 高衛物業管理有限公司
- 君樂物業管理有限公司
- 恒基兆業地產集團物業管理部 (恒益及偉邦)
- 康業服務有限公司
- 新世界電訊有限公司
- RHB Bank Berhad Singapore
- S.W.I.F.T. SCRL
- 九倉電訊有限公司
- 中國太平洋人壽保險股份有限公司
- 廣州盛華信息有限公司
- 中信銀行信用卡中心

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、科技、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是區內最具公信力的顧客關係服務獎。

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。

於論壇期間，朱先生同時介紹將於2008年6月26-27日舉行之國際顧客關係管理、顧客資訊系統及服務研討會(國際研討會) (International CRM, CIS & Service Symposium)、以及卓越客戶關係管理(CRE)及優質客戶服務標準(CSQS)亞太高峰會(亞太峰會) (Customer Relationship Excellence and Customer Service Quality Standard Summit)。

國際研討會為市場專家、研究者、行業專家、研究所學生及高級行政人員提供一個知識管理平台，分享和建立與顧客關係管理、顧客資訊系統及服務相關的知識。研討會將聯同國際顧客服務論文及方案獎(ICSP)舉辦，旨在發展守則及國際認可證書課程，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)

亞太峰會是一個區域性峰會，讓領導企業展示與顧客服務及顧客關係管理相關之最佳措施、成功故事以及科技，並由亞太顧客服務協會榮譽嘉賓、政府、行業領導及社區領導專家主講。(www.apcsc.com/cresummit)

#### 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之國際城市推廣服務質量及優質顧客關係，致力表彰對其顧客及服務機構有所貢獻之企業、業務單位、團隊及個人。透過舉辦亞太傑出顧客關係服務獎，亞太顧客服務協會於亞太區之國際城市推廣「亞太區國際都會的商業價值核心乃顧客關係」，同時肯定那些對其顧客及服務機構有所貢獻之企業、業務單位、團隊及個人。

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