



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

Asia Pacific Customer Service Consortium Presents Customer Service Quality Standard (CSQS) Certificate

Hong Kong, China – 27 May 2005 – **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Customer Service Quality Standard (CSQS)** site certificate to Exel (Hong Kong) Limited and SUNDAY in recognition of their achievements and high levels of compliance to CSQS.

Customers of the logistics and mobile industries will get a boost in the quality and consistency of customer service.

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to call centres and customer service organisations that excel in customer relationship excellence.

Mr Jason Chu, Chairman of APCSC, commented, “Exel and SUNDAY both have worked hard to comply with the world class frame work of CSQS and make sure that their customers needs are served. It gives me great pleasure in presenting the CSQS site certificate to these two companies. They have met the requirements on management responsibility, resources management, process management and performance management as a ‘Proactive Service Center.’ Mr. Chu continued, “Although these two companies represent two very different industries, their customer service culture and the mindset of their staff are similar in reaching for world class customer service standard.”

Mr Victor Mok, Managing Director, East Asia, Exel commented, “We are honoured to receive the certification of Customer Service Quality Standard. It demonstrates Exel's strong commitment in providing world-class services to our customers. We will continue to strive for excellence in exceeding customers' expectation and enhance service standards in the logistics industry.”

Mr. Bruce Hicks, Group Managing Director, SUNDAY Communications Limited said, “SUNDAY is extremely honoured to receive the CSQS Certificate. We have made a commitment to set the highest customer service standards in our industry, and it's rewarding to be recognized for our efforts with such a prestigious certification. SUNDAY is embarking on an exciting journey to bring the world's most advanced 3G services to Hong Kong. Our customer service must be excellent to ensure we consistently deliver a fun experience to our customers with this new technology. This certification is a testament to the dedication and innovation of not only our customer service team but all our staff across the company.”

Asia Pacific Customer Service Consortium (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.



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

About Exel

Exel is the world leader in supply chain management, providing customer-focused solutions to a wide range of industries including retail, consumer, technology, automotive, healthcare, chemical and industrial.

Exel's innovative supply chain solutions, skilled people and regional coverage, brings together all aspects of freight management and contract logistics in addition to a wide range of integrated, value-added and specialist services. These include supply chain design, consulting, warehousing, distribution, after-sales services and IT support, ensuring that we deliver our customers' products when and where they need them.

Exel is a UK listed, FTSE 100 company, with a turnover of £6.3 billion, and employs over 111,000 people in 2,000 locations in over 135 countries worldwide. Exel's customers include over 75% of the world's largest, quoted non-financial companies. For further information visit www.exel.com

About SUNDAY

SUNDAY is an innovative developer and provider of wireless communications and data services in Hong Kong. It began commercial operations in 1997 and its far-sighted management has built an efficient infrastructure delivering high quality service, supported by a strong brand. The SUNDAY experience is rooted in the belief that fun is good. A 3G license holder, the Group has developed a strong foundation for 3G services by providing innovative, relevant and value-added services targeted to specific consumer segments. SUNDAY is partnering on 3G with Huawei Technologies Co Ltd, which also aligns with the Group's longer-term aim to develop business in mainland China. For more information, please visit www.sunday.com

2005 Customer Relationship Excellence Awards Enrolment

2005 Participation & Application forms may be downloaded from the following site:-
<http://www.apcsc.com/cseaward/2004/index.asp>

~~~~~  
**For Press interviews, CRE Awards and CSQS**, please contact Ms. Stella Lau via tel: 852 2174 1428 or email: [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com)



Asia Pacific  
Customer  
Service  
Consortium

Asia Pacific Customer Service Consortium  
9/F Surson Commercial Building  
140-142 Austin Road, Tsim Sha Tsui  
Kowloon, Hong Kong

Tel: (852) 2174 1428  
Fax: (852) 2174 1438  
Email: [info@apcsc.com](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

即時發放

## 亞太顧客服務協會頒發優質顧客服務標準 (CSQS) 認可證書

中國，香港 - 2005年5月27日 - 亞太顧客服務協會頒發優質顧客服務標準 (CSQS) 證書予英運(香港)有限公司和 SUNDAY，以認可他們的卓越成就符合了優質顧客服務標準。

物流、流動電訊業的顧客將得到客戶服務質素和穩定性的提升。

優質顧客服務標準是由亞太顧客服務協會，香港大學研究員合作制定，亞太區優質顧客服務標準委員會業界支持。這是致力於優質顧客關係的客戶中心和顧客服務機構所獲得的最高認可準。

亞太顧客服務協會主席朱剛岑先生表示：「英運(香港)有限公與 SUNDAY 皆致力符合優質顧客服務標準所指示的世界級準則，確保顧客滿意。我很高興能夠將優質顧客服務標準認可證書頒發予這兩間公司。他們在管理責任、資源管理、程序管理、表現管理都達到『先進服務中心』的要求。」朱先生補充：「雖然兩間公司來自兩個非常不同的行業，他們的客戶服務文化和員工的態度都很相似地進取追求世界級顧客服務標準。」

英運(香港)東亞區董事總經理莫志明先生表示：「我們很榮幸獲頒發優質顧客服務標準 (CSQS) 認可證書。這證明英運(香港)有限公司為顧客提供世界級服務的堅定承諾。我們將繼續提供卓越的服務以超越顧客的期望，從而提高物流業的服務水平。」

SUNDAY 集團董事總經理許博志先生表示：「我們很榮幸獲得『優質顧客服務標準』。此項殊榮標誌著我們竭力提供業界至優質客戶服務之承諾。SUNDAY 正積極籌備在港推出最先進的 3G 服務，而我們的客戶服務必需為完善優質，以確保為客戶帶來精彩有趣的新技術體驗。此嘉許不但顯示出我們顧客服務部之超卓及承諾，更遍及整體公司齊心努力之成果。」

### 亞太顧客服務協會 ([www.apcsc.com](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。

### 關於英運

英運在全球供應鏈管理領域居領導地位，為不同類別的顧客提供針對性的解決方案，包括零售、消費品、科技、汽車、保健、化學和工業。

英運全方位的創新物流方案、具備行業經驗和技術的員工以及區域性的覆蓋，為貨運管理和合同物流帶來完整的、增值的、專業的服務。這包括供應鏈設計、顧問服務、存貨、銷售、售後服務和資訊科技支援，以確保我們隨時隨地為客戶提供所需的服務。

英運是英國 FTSE100 上市公司之一，營業額超過 63 億英鎊，在全球超過 135 個國家的 2,000 多個地點僱用超過 111,000 員工。在全球規模最大的非金融類公司當中，超過 75% 是英運的客戶。

如欲獲得更多有關英運的資料，請瀏覽 [www.exel.com](http://www.exel.com)。

(假如您希望電郵收到英運有限公司的最新業績報告、新聞或其他公佈，請瀏覽 [www.exel.com](http://www.exel.com)、選擇「registration」)

### 關於 SUNDAY

SUNDAY 是香港一家創新的無線通訊及數據服務發展供應商，於一九九七年展開商業性營運。SUNDAY 的核心策略是掌握無線通訊與數據科技的融合趨勢，從而發展創新、實用及有價值的增值服務及方案。今天，SUNDAY 配合特定客戶層的生活方式，提供所需的無線話音及數據應用服務，從而提升客戶的生活質素。獲得第三代流動服務牌照後，SUNDAY 擁有額外頻譜及先進技術，提供更優質的多媒體服務以迎合發展迅速的市場需求。

### 參加 2005 亞太傑出顧客關係服務獎

2005 年參加表格可以在以下網址下載：<http://www.apcsc.com/cseaward/2004/index.asp>

~~~~~  
有關新聞採訪、亞太傑出顧客關係服務獎選舉、優質顧客服務標準，請致電 852+2174 1428 與 劉小姐，或透過電郵至 Stella.lau@apcsc.com