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Customer
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Henderson Land Group Property Management Department (Hang Yick and Well Born) Honored with CSQS Certification Distinction from APCSC

“Unwavering Dedication to Customer Centric Quality and Business Excellence!”

Hong Kong, China – June 21, 2019 -- **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 and Well Born)** in recognition of their achievements and high level of compliance to **CSQS** in 2019. Customers of the properties, property management sectors will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC commended, “The certified CSQS leaders have uplifted their market leadership in innovation, customer experience management, employee engagement, and process integration efforts through the Certificate in Customer Service Management (CCSM) professional qualification and CSQS Project Management. As the benchmark criteria of the International CRE Awards, CSQS is setting the world class standard and benchmark on customer experience, brand loyalty, innovation to stay ahead of the competition. **Mr. Chu** further addressed, “The CSQS leaders have created excellent ROI’s and investments in people, customers and corporate branding in Asia Pacific. Congratulations for their unwavering dedication to customer centric quality and business excellence!”

Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd. said, “Henderson Land Group Property Management Department (Hang Yick and Well Born) 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.”

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 companywide integration.

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.

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.

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.**

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**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 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 and Well Born Real Estate Management [www.hld.com](http://www.hld.com)**

Henderson Land Group Property Management Department (Hang Yick and Well Born) 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 and Well Born continue to earn praise from the public and have received over 1000 international and local accolades and accreditation in various performance-related aspects.

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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.