ASIA PACIFIC CUSTOMER SERVICE CONSORTIUM
2006 Customer Relationship Excellence Awards Supplement

Overview of CRE Awards 2007 Process

Open for Applications & Nomination	Applications and nomination can be submitted online or by fax	June - November, 2007
Application Deadline		November 15, 2007
Self Assessment Questionnaire	Participants must complete a comprehensive self assessment questionnaire	January 31, 2008
Business Case Presentation	Award Participants have the opportunity to present their business case at the Customer Loyalty Award Forum that is only open to the participants of the CRE Awards and APCSC corporate members	January - February, 2008
Stage One Screening	Stage One shortlist of applicants are notified	February - April, 2008
Mystery Call / Visit	Mystery calls will be made to the participating organizations. For service centers, mystery visits will be made, and for confidential centers, a site visit will be made	
Stage Two Screening - CSQS Onsite Assessment	Applicants' data, self assessment, mystery call findings with onsite assessment will be referenced to the Customer Service Quality Standard (CSQS) to establish use of Best Practices. Site visit Q&A Session to double check and clarify self assessment details	
Public Webvoting	General public and customers of the participating organizations will have the opportunity to vote for their CRE company	April - May, 2008
Winner Selection	Winners are selected based on the above balanced score card assessment results by the Judging Panel of experts	
CRE Awards Dinner Ceremony and Trophy Presentation	Trophies and certificates will be awarded to the winners at the CRE Awards Dinner Ceremony	June - July, 2008
Press Release & Publication of Newspaper Supplements	Winners will be invited to contribute and support a special newspaper supplement. Interview opportunity would be provided to the winning companies	July, 2008

Global Certification Program

- **Certified Customer Relationship Management Director (CRMD)**
- **Certified Customer Service Analyst & Auditor (CCSA)**
- **Certified Customer Service Professional (CCSP)**
- **Certificate in Customer Service Management (CCSM) CEF Reimbursable**
- **Certificate in Service Excellence Leadership (CSEL) CEF Reimbursable**
- **Certificate in Professional Customer Service (CPCS) CEF Reimbursable**

- **Certified Contact Center Manager (CCCM)**
- **Certified Contact Center Analyst & Auditor (CCCA)**
- **Certified Contact Center Supervisor (CCCS)**
- **Certified Contact Center Professional (CCCP)**
- **Complaint Handling & Stress Management (CHSM)**
- **Certified Telemarketing Supervisor (CTMS)**
- **Effective Telemarketing & Objection Handling (ETOH)**
- **Customer Satisfaction Survey & Management Workshop (CSSM)**