



Asia Pacific
Customer
Service
Consortium

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即時發放

亞太顧客服務協會(APCSC)

隆重宣佈顧客關係管理和熱線中心「卓越典範」(Best-in-Class)

中國，香港 – 2004年9月23日—亞太顧客服務協會(APCSC)隆重介紹「卓越典範」(Best-in-Class)予在亞太顧客關係管理及熱線中心基準方案及報告(The Benchmarking)中表現優秀的企業—基準方案及報告每年皆由亞太顧客服務協會舉辦。

卓越典範將於卓越客戶關係管理(CRE)及優質客戶服務標準(CSQS)亞太高峰會(簡稱「亞太峰會」)頒發予在基準方案及報告中表現傑出的參加者。「卓越典範」獎項類別和獲獎卓越典範公司如下：

- 顧客關係優化管理：道亨保險
- 顧客滿意管理：SmarTone
- 優質客戶服務管理：SUNDAY
- 先進服務管理：香港流動通訊有限公司
- 諮詢銷售管理：電訊盈科

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「今日的頒獎禮彰顯了各參加企業的高度成就。基準方案及報告涉及影響客戶服務質素和顧客滿意度的各個層面，為客戶服務和客戶關係管理的運作提供一個具體概覽。除了以神秘訪客的身份致電參加基準方案及報告的企業，亞太顧客服務協會也有定期致電沒有參加基準報告及方案的公司，評估他們的服務表現。我們很榮幸能在今天公佈得獎名單，並衷心恭賀每一間得獎公司，他們努力使客戶得到最佳惠顧經驗的付出已獲得肯定。」

道亨保險有限公司個人保險部經理林淑英表示：「我們誠意推薦客戶關係管理及熱線中心基準方案及報告，它提供了寶貴的知識，例如：客戶服務業的趨勢、最佳守則等。透過基準管理，我們更加了解顧客的意見和公司的競爭優勢，這有助發展和優化我們的卓越客戶關係策略。」

電訊盈科營銷中心總監陳昌成表示：「電訊盈科一直推行高效的銷售管理，致力為顧客創造最優秀的惠顧經驗。能榮獲亞太顧客服務協會的『卓越典範』諮詢銷售管理獎是對我們的付出莫大的肯定。我們非常高興獲得亞太區盛具信譽的顧客服務機構的認可，並承諾更加努力來超越顧客們的期望。」

香港流動通訊有限公司客戶關係管理總經理陳瑋霞表示：「我們很高興能於『卓越典範』獎項中榮獲『先進服務管理』殊榮。積極主動是客戶關係管理中很重要的一環，有助我們提供超越客戶所需的服務、掌握商機、加深客戶的忠誠度以及加強對市場的了解。我們的eCRM方案主動分析客戶的行為，從而提供更個人化的推廣服務，不但能有效運用公司資源，更大大提高客戶的滿意程度。我們將貫徹『最好』的服務精神，繼續成為區內流動通訊服務的典範。」

SmarTone 客戶部總監楊主光先生表示：「本著『以客為尊』的宗旨，SmarTone 致力讓客戶『與一切更貼近』，並視客戶服務為三大業務支柱之一。我們十分榮幸獲亞太顧客服務協會頒贈『卓越典範顧客滿意管理』獎項，這個獎項代表著 SmarTone 卓越且貫徹一致的客戶服務進一步獲市場認同。本集團將繼續增善服務，以保持客戶服務方面之領導地位。」

SUNDAY 董事總經理許博志表示：「我們非常榮幸獲得亞太顧客服務協會所舉辦的『卓越典範』之『優質客戶服務管理』獎。近幾年，SUNDAY 已推行一連串的創新計劃，著意提升全面優質管理，而『卓越典範』獎肯定了我們的努力，讓顧客體驗 SUNDAY 最優良的服務質素。SUNDAY

現正推出全面的多媒體服務，SUNDAY 顧客可從中感受到更優質的客戶服務，及全套的『顧客關懷』解決方案。」

亞太顧客服務協會每年頒發卓越典範獎項與參加基準方案及報告表現傑出的公司。每一季，基準方案及報告的焦點都落在不同的客戶服務流程上。基準方案及報告的詳細資料，可於 www.apcsc.com 瀏覽。

如欲查詢顧客關係管理及熱線中心基準方案及報告，或 2004 年度亞太傑出顧客關係服務獎，請致電 852+2174 1428 與 Mr. Paul Hilton 聯絡，或瀏覽亞太傑出顧客關係服務獎網頁 <http://www.apcsc.com/cseaward/2004>。

亞太顧客關係管理及熱線中心基準方案及報告

亞太顧客服務協會的基準方案及報告作為策略商業的評估和審查，有助辨認出顧客關係管理和熱線中心表現上的缺漏，並指出他們所需要注重的層面。亞太顧客服務協會制定的這個計劃可以使機構找出需要改善的地方，對挽留顧客和重獲生意大有幫助，皆因每一間機構的最終目的都應該是讓顧客擁有最好的惠顧經驗。

卓越客戶關係管理 及 優質顧客服務標準 亞太高峰會 2004 年 9 月 23-24 日

亞太顧客服務協會舉辦的峰會是一個亞太區會議，目的是讓各市場領導企業展示他們在顧客服務及客戶關係管理上出色的經驗、成功的故事和技術的運用等，同時這也是一個給予**亞太傑出顧客關係服務獎**得主、亞太顧客服務協會榮譽嘉賓、業界領袖、決策層、專家等一個發表演說的機會。亞太傑出顧客關係服務獎得獎者將上台演講，內容覆蓋客戶關係的最佳處理方法。來自不同服務和技術層面的得獎公司將分享其革新的思維和建立顧客忠誠上的成功經驗。

峰會的目的在於提供一個國際平台以促使知識更有效地分享、成功客戶的領導才能成為成功範例，並同時讓世界級的服務質素和傑出顧客關係服務得以展示。會議以互動形式進行，會議的參加者，包括出席人仕、講者、贊助商以及參展商都將有機會分享他們的經驗、知識，並建立一個與傑出顧客關係服務團體更緊密的網絡。

亞太傑出顧客關係服務獎(CRE Awards)

亞太傑出顧客關係服務獎(CRE Awards)選舉的設立目的，是提昇亞太區各國際都會的顧客服務質素和優質顧客關係，並藉此肯定那些為客戶提供出色服務的企業、團體及個人。

透過峰會和亞太傑出顧客關係服務獎的舉辦，亞太顧客服務協會推廣「亞太區國際都會的商業價值核心乃顧客關係」，並以此同時肯定那些為客戶提供出色服務的企業、團體和個人。

亞太顧客服務協會(APCSC)

亞太顧客服務協會(APCSC)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，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。

有關新聞採訪或參加卓越客戶關係管理亞太高峰會，或對於亞太傑出顧客關係務獎選舉的推廣支持及贊助，請致電 852+ 2174 1428 與 Mr. Paul Hilton 聯絡，[或透過電郵至 paul@apcsc.com](mailto:paul@apcsc.com)



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FOR IMMEDIATE RELEASE

**APCSC Presents Customer Service
“Best-in-Class” Recognition for CRM and Call Centers**

Hong Kong, China – September 23, 2004 -- **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Best-in-Class (BIC)** recognition to the companies who have performed well in the Regional CRM & Call Center Benchmarking (**The Benchmarking**) program, which is organized by APCSC annually.

The **BIC recognition** was awarded to the benchmarking participants during the Customer Relationship Excellence (**CRE**) & Customer Service Quality Standard (**CSQS**) Summit who performed well in different areas of **The Benchmarking**. The companies who were awarded **BIC recognition**, along with the **Best-in-Class** categories are:-

- **CRM Transformation Management:** Dao Heng Insurance Co. Ltd.
- **Customer Satisfaction Management:** SmarTone Mobile Communications Ltd.
- **Customer Service Level Management:** SUNDAY Communications Ltd.
- **Proactive Service Management:** Hong Kong CSL Limited
- **Sales Management:** PCCW Ltd.

Mr. Jason Chu, Chairman of APCSC commented, “Today’s presentations represent high degrees of achievements for the participating companies.” Mr. Chu added, “**The Benchmarking** provides a solid overview of customer service and CRM operations, covering many important areas that can greatly impact service quality and customer satisfaction. In addition to the benchmarking participants, APCSC makes regular mystery calls to non-benchmarking participants to evaluate service performance. We are very pleased to announce the results today and wish to congratulate each company on their hard work and dedication in elevating the quality of the customer experience.”

“I highly recommend the CRM & Call Centre Benchmarking because it provides valuable knowledge about industry trends and best practices. Also, through the benchmarking exercise, we understand feedback and comments of our customers, and our company’s strengths and weaknesses. The information practically helps us to develop and refine our customer relationship excellence strategies.” said Ms. Macy Lim, Personal Insurance Manager of Dao Heng Insurance.

“PCCW is devoted to creating industry's best customer experience with effective sales management, and there can be no greater affirmation than being recognized best in class in APCSC, the reputable customer service consortium in the Asia-Pacific region. We are honored by this recognition and pledge to work even harder to exceed our customers' expectations.” said Peter Chan, Director of Call Center Sales, PCCW Limited.

“Hong Kong CSL is delighted to receive ‘Best in Class’ recognition for ‘Proactive Service Management’. Being proactive on a daily basis is critical in exceeding our customers' expectations, identifying new opportunities, fostering greater loyalty, and increasing our knowledge of the market. Our eCRM Solutions proactively identify customers’ behavioural patterns, so that relevant services can be introduced to the right customers. This not only efficiently uses company resources, but also greatly enhances customer satisfaction. CSL will continue to provide the best service and be the benchmark for the industry.” said Charlotte Chin, General Manager, Customer Relationship Management of CSL.

“We are committed to our ‘get closer’ customer proposition and customer service has always been one of the three pillars of SmarTone’s business. SmarTone is honoured to be lauded by the APCSC as having the Best-in-Class Customer Satisfaction Management. This award not only advances our market recognition for customer service excellence and consistency, but also encourages us to introduce further enhancements to extend our lead in customer service.” said Mr. William Yeung, Director of Customers Division of SmarTone.

“We are very honoured to receive the Best-in-Class ‘Customer Service Level Management’ Award from the Asia Pacific Customer Service Consortium. In recent years, SUNDAY has launched a number of initiatives designed to improve quality across all facets of its business. This award recognizes the effort we have made to improve overall customers' experience with SUNDAY. As we rollout full-fledged multimedia services, SUNDAY's customers should experience improving Customer Service quality excellence and a suite of comprehensive Customer Care solutions.” said Bruce Hicks, Group Managing Director, SUNDAY Communications Limited.

The BIC recognition is awarded on annual basis to participants of the Benchmarking Program. Each quarter, the Benchmarking will focus on a specific area of the customer service operations. For full details of the Benchmarking Program, please visit www.apcsc.com.

Companies who are interested in the CRM & Call Center Benchmarking or the 2004 Customer Relationship Excellence Awards please contact Mr. Paul Hilton on (852) 2174 1428 or visit the CRE Award website <http://www.apcsc.com/cseaward/2004>.

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**About APCSC CRM & Call Center Benchmarking**

APCSC’s benchmarking program serves as a strategic business assessment and audit to identify gaps in CRM and call center business performance, as well as areas in which these strategic business units need attention. APCSC has formulated this program to help companies identify areas in which improvements can greatly increase customer retention and repeat business. There are various areas covered within the service operation such as Knowledge Management, Process & Performance, People Development, Technology, Quality Assurance and Customer Relationship Management. It is every company’s goal to provide their customers with the best customer experience.

**About the CRE & CSQS Summit on 23-24 September 2004**

The APCSC Customer Relationship Excellence (CRE) Summit is a Regional Conference for members and 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, industry leaders and experts of the Leadership Community. Presentations from the Winners of the CRE Award will be given, covering customer relationship best practices. Award winning companies from different service and technology sectors will showcase their innovations and customer loyalty successes. The goal of the Summit is to provide an International Platform for effective knowledge sharing and exemplary customer success leadership and showcase for WORLD-CLASS service quality and Customer Relationship Excellence. The Summit is interactive. Conference participants, including attendees, speakers, sponsors and exhibitors will have opportunities to share experience, knowledge and networking to establish close relationship in this Customer Relationship Excellence community.

**About the CRE Awards**

The goal of the Awards is to promote service quality and customer relationship excellence 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.

Through the Summit and the Customer Relationship Excellence Award, APCSC promotes Customer Relationship 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.

**About Asia Pacific Customer Service Consortium**

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.

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For Press interviews and APCSC CRE & CSQS Summit participation and CRE Award & sponsorship, please contact Mr. Paul Hilton via tel: (852) 21741428 or email: paul@apcsc.com