



NEWS RELEASE

APCSC ANNOUNCES 2005 “BEST-IN-CLASS” CATEGORIES AND INTRODUCES TWO NEW BIC CRM BENCHMARKING PROGRAMS

“The Best-in-Class benchmarking results have helped both the benchmarking participants and APCSC to set market standards for service levels.”

Hong Kong, China – November 4, 2005 -- **The Asia Pacific Customer Service Consortium (APCSC)** announces **Best-in-Class (BIC)** categories for Asia Pacific business communities and companies. The regional *Best-in-Class CRM Benchmarking (The Benchmarking)* program is organized by APCSC annually.

The **BIC** is awarded to benchmarking participants who perform well in a particular area of The Benchmarking during the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Summit on December 7-8, 2005. Each BIC category covers various KPI's (Key Performance Indicators). The **2005 BIC** Categories include: **1) Service Level Management, 2) Customer Retention Management, 3) Technical Support Management, 4) Proactive Service Management, 5) Sales Management, 6) Corporate Service Management, 7) Personalized Service Management.**

The CRM Benchmarking is an on-going program which allows companies to benchmark their business and service operations, enabling them to **identify key market trend, best practices and set investment plans.**

APCSC has also launched two new BIC CRM Benchmarking Programs to facilitate the sophisticated business benchmarking requirements in the region. They are **CRM Corporate Client Servicing Center Benchmarking Program** and **CRM Telemarketing Benchmarking Program.**

Mr. Jason Chu, Chairman of APCSC commented, “Since the launch of Best-in-Class recognition in Asia Pacific, we have seen the trend of more sophisticated and differentiated service deliveries, unique and outstanding by market and customer segments. **The BIC benchmarking results have helped both the benchmarking participants and APCSC to set market standards for service levels.** The BIC in conjunction with the Customer Service Quality Standard have helped many organizations to set foundation for world class customer service. We look forward to much knowledge sharing with Best-in-Class companies at the APCSC CRE & CSQS Summit.”.

The **BIC** recognition will be awarded during the **CRE & CSQS Summit on December 7-8 in Hong Kong.** 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 Customer Relationship Excellence (**CRE**) **Award winners**, honorable guests of APCSC, industry leaders and experts of the Leadership Community including *AIA, The Business Environment Council, Cascade Limited-Subsidiary of PCCW Limited, Dao Heng Insurance Company Limited, Exel Hong Kong Limited, Hong Kong 5-S Association, Hong Yip Service Company Limited, Knowledge Management and Development Centre, Oracle Corporation Asia Pacific Division, PCCW, SUNDAY and other market leaders.*

The CRE Awards is Asia's leading award for Customer Relationship Excellence covering over 18 corporate performance areas and individuals. **The 2005 CRE Awards are now open for application.**

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Companies who are interested in the BIC CRM Benchmarking Program or the 2005 CRE Awards please contact Mr. Lam on (852) 2174 1428 or visit our website: <http://www.apcsc.com>



**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.

**About APCSC Best-in-Class CRM Benchmarking Program**

APCSC’s benchmarking program serves as a strategic business assessment and audit to identify gaps in CRM and customer service 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. It is every company’s goal to provide their customers with the best customer experience.

**About the CRE & CSQS Summit on 7-8 December 2005**

The APCSC Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) 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 Asia Pacific Customer Relationship Excellence Awards (CRE Awards)**

The goal of the CRE 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.

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

新聞稿

亞太顧客服務協會公佈 2005 年「卓越典範」獎項類別及 新增兩個顧客關係管理基準方案

「市場企業帶動為各行業客戶羣提供表現獨特及出色的市場區分服務趨勢。卓越典範基準方案報告有助參加者及亞太顧客服務協會為市場服務水平訂下標準。」

中國，香港 - 2005 年 11 月 4 日- 亞太顧客服務協會(APCSC) 隆重向亞太各市場企業及公司，公佈亞太顧客服務協會每年度舉辦的「卓越典範」(Best-in-Class) 的獎項類別。「卓越典範」是向各間在基準方案及報告(Benchmarking)中表現優秀的公司作出表揚，並在「卓越客戶關係管理及優質客戶服務標準 亞太高峰會」2005 年 12 月 7-8 日頒發。

「卓越典範」各獎項根據各種關鍵服務指標，設最優秀表現公司獎一名。2005 年度卓越典範項目包括：1) 優質客戶服務管理、2) 顧客忠誠管理、3) 技術支援管理、4) 先進服務管理、5) 諮詢銷售管理、6) 企業服務管理、7) 個人化服務管理。客戶關係管理基準方案及報告每年持續對公司及服務進行評估，參加公司可以透過基準評估了解市場趨勢、最佳守則及訂立未來投資計劃。

亞太顧客服務協會推出兩個全新的 亞太「卓越典範」基準方案及報告，藉以促進亞太地區內智慧型商業的基準方案要求，這包括「顧客關係及企業客戶服務中心」(CRM Corporate Client Servicing Center Benchmarking Program)及「顧客關係及營銷中心」(CRM Telemarketing Benchmarking Program)基準方案及報告。

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「自從將卓越典範介紹予亞太企業，我們看到市場企業帶動為各行業客戶羣提供表現獨特及出色的市場區分服務趨勢。卓越典範基準方案報告有助參加者及亞太顧客服務協會為市場服務水平訂下標準。卓越典範以及優質顧客服務標準有效幫助很多公司建立世界級顧客服務。在亞太峰會上，我們期待與卓越典範公司進行深入的知識交流。」

「卓越典範」將於 12 月 7 - 8 日假 亞太峰會 於香港 頒授予各得獎者。此峰會乃亞太區會議，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平台。這些機構包括美國友邦保險(百慕達)有限公司、商界環保協會、電訊盈科的全資附屬機構萃鋒公司、道亨保險有限公司、英運(香港)有限公司、香港五常法協會、康業服務有限公司、KMDC、甲骨文、電訊盈科、SUNDAY 等市場領導者。

亞太傑出顧客關係服務獎是亞洲區內表揚卓越顧客關係的最佳獎項，包括超過18個公司及個人獎項。2005 年度亞太傑出顧客關係服務獎現正接受報名。

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如欲查詢顧客關係管理及熱線中心基準方案及報告，或 2005 年度亞太傑出顧客關係服務獎，請致電 (852) 2174 1428 與林先生聯絡，或瀏覽亞太顧客服務協會網頁 <http://www.apcsc.com>。

## **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。

## **亞太顧客關係管理及熱線中心基準方案及報告 (CRM Call Center Benchmarking)**

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 2005 年 12 月 7-8 日**

亞太顧客服務協會所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平台。

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。

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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 與陳小姐聯絡，或透過電郵至 enquiry@apcsc.com