



Asia Pacific  
Customer  
Service  
Consortium

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## NEWS RELEASE

### APCSC Presents CRM Benchmarking Outstanding Performance Companies with the Region's "Best-in-Class" Recognition

Hong Kong, China – December 7, 2005 -- **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 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 have performed well in different areas of **The Benchmarking**. The companies who were awarded **BIC recognition**, along with the different **Best-in-Class** categories are:-

- **Customer Retention Management:** Dao Heng Insurance Co., Ltd.
- **Corporate Service Management:** New World Telecommunications Limited
- **Personalized Service Management:** Hong Kong CSL Limited
- **Proactive Service Management:** SUNDAY Communications Limited
- **Service Level Management:** DHL Express (Hong Kong) Limited
- **Technical Support Management:** PCCW Limited, Call Center Sales

**Mr. Jason Chu, Chairman of APCSC** commented, "While most companies would measure their own business performance and compare with their direct competitors, the Best-in-Class companies do not stop there and be complacent. They go beyond and benchmark with cross industry leaders from different sectors to exceed the industry boundaries to learn from the best of other industries. Their effort will ensure their market leadership as well as business success through higher benchmark standard in today's cross industry business competitive global market. Congratulations to the BIC winners' outstanding performance and their business success and relentless pursuit for Best-in-Class."

"It is a great honour to receive the Best-in-Class recognition for Customer Retention Management. We have dedicated a lot of heart and energy in the past few years to transform ourselves to a loyalty driven business model. We strongly believe customer retention is a critical contributor to our business growth. Today, we put customer in the centre of our business operation. We shall continue committing to deliver excellent customer service to meet or even exceed our customers' expectations. I would also like to share this moment of glory with my team. Without their trust and support, I do not think we could make it." said **Ms. Macy Lim, Senior Manager, Personal Insurance, Dao Heng Insurance Co. Ltd.**

"NWT's Customer Service is endeavoured to deliver quality customer service for pre-and after-sales activities of state-of-the-art IP solutions to our customers. Blending high efficiency in service provision, staff training and development with customized service support enables NWT to continuously excel the customer relationship in today's competitive service industry." said **Ms. Anita Tam, General Manager, Customer Services, NWT.**

"Hong Kong CSL is delighted to be recognised as 'Best in Class' for its 'Personalised Service Management'. In today's highly competitive mobile communications market, personalised customer service is essential in maintaining long-term customer relationships. By using an integrated CRM solution — eCRM, in which sales, customer service, marketing, service provisioning, billing and planning are incorporated into one single platform, CSL is able to better understand customer needs and effectively develop timely, personalised marketing programmes. In addition, our well-trained Customer Ambassadors provide professional advice and personalised service to further enhance customer satisfaction. CSL will continue to provide the best service and be the benchmark for the industry." said **Ms. Charlotte Chin, General Manager, Customer Relationship Management, Hong Kong CSL Limited.**



“SUNDAY is honoured to receive the Proactive Service Management Best-in-Class at the CRE & CSQS Summit. 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.” said **Mr. Bruce Hicks, Chief Executive Officer, SUNDAY Communications Limited.**

“It is our great honour to be here and get the award. Every member of the DHL team is committed to continuously exceed standards for customer service excellence. The Best-in-Class ‘Service Level Management’ Award is an encouragement and source of satisfaction, as the Award recognizes the outstanding contributions of our staff and their relentless pursuit of service excellence. The award also assures DHL’s efforts in continuous enhancement of our call center’s operations and investment in staff. It serves to inspire and encourage us to explore more service enhancement initiatives in future. Once again, thanks for AP Customer Service Consortium for giving us the award and their efforts in raising service excellence in service industry.” said **Ms. Helen Chan, Customer Contact Centre Manager, DHL Express (Hong Kong) Limited.**

“PCCW is committed to creating the industry's best customer experience through effective customer service management. For the past several years, we have adopted a long-term vision to excel in generating customer satisfaction. Customers will stay loyal to PCCW provided they enjoy a happy experience while using our services, and are likely to "spread the word" to prospective customers. Our commitment to deliver high-quality customer service has been reinforced by the Best in Class Award in Technical Support Management from the Asia Pacific Customer Service Consortium.” said **Ms. Wallis Tam, Call Center Sales Assistant General Manager, PCCW Ltd.**

The BIC recognition is awarded on annual basis to participants of the Regional CRM Benchmarking Program. The 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.**

For full details of the Benchmarking Program, please visit [www.apcsc.com](http://www.apcsc.com).

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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.

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



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## 新聞稿

# 亞太顧客服務協會頒發「卓越典範」獎項予 顧客關係管理基準方案及報告中表現傑出之公司

中國，香港 – 2005年12月7日—亞太顧客服務協會(APCSC)隆重頒發「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」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：

- 顧客忠誠管理：道亨保險有限公司
- 企業服務管理：新世界電訊有限公司
- 個人化服務管理：香港流動通訊有限公司
- 先進服務管理：SUNDAY
- 優質客戶服務管理：敦豪國際速遞(香港)有限公司
- 技術支援管理：電訊盈科電話營銷中心

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「當大部份公司評估他們的商業表現，並與同業競爭者作比較時，『卓越典範』公司並不停下而自滿。他們會向前邁進，並向其他行業的市場領導者作比較，從而學習其他行業最好的地方。他們的努力確保他們的市場領導地位，以及在激烈競爭的全球市場上透過與不同行業進行基準報告而獲得成功。衷心恭賀每一間得獎公司的出色表現，及在商業上取得的成功和對卓越典範作出不斷的追求。」

道亨保險有限公司個人保險部高級經理林淑英女士表示：「我們非常榮幸能獲得『卓越典範顧客忠誠管理』獎項。在過去數年，我們憑藉無窮心思和努力，轉化成以提升顧客忠誠度為主導的企業模式，因為我們深信這正是業務增長的關鍵。今天，我們將客戶放在企業營運的核心位置。我們承諾將繼續提供最優質的客戶服務，以滿足、甚至超越顧客的期望。同時，我亦想與我們全體同事分享這份光榮與喜悅，全賴各同事的互相信任和支持，我們才有今天的成績。」

新世界電訊客戶服務總經理譚瑞儀女士表示：「新世界電訊的客戶服務團隊致力透過售前及售後的優質服務為顧客提供先進的通訊方案。在現今競爭劇烈的服務業中，新世界電訊憑高效率的服務供應、員工培訓及發展，以及貼身的服務支援，不斷優化我們的客戶關係。」

香港流動通訊有限公司客戶關係管理總經理陳瑋霞女士表示：「我們很高興能於『卓越典範』獎項中榮獲『個人化服務管理』殊榮。在現今競爭激烈的流動通訊市場中，為客戶提供個人化服務才能維持長久的客戶關係。CSL透過一套完善的客戶關係管理及系統方案 — eCRM，把銷售、客戶服務、市場推廣、服務供應、帳單及策略計劃集中在單一平台上運作，有效加深對客戶的了解及制訂個人化的營銷策略。此外，我們的客戶服務專員亦會為客戶提供專業的意見及個人化的客戶服務，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。」

SUNDAY行政總裁許博志先生表示：「SUNDAY很榮幸於『傑出顧客關係服務及優質顧客服務標準峰會』上獲得『先進服務管理的卓越典範』。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。」

敦豪國際速遞(香港)有限公司顧客聯繫經理陳淑儀女士表示：「DHL的每位員工致力在顧客服務方面不斷求進。『卓越典範優質客戶服務管理』獎項肯定了員工們努力的成果及追求卓越顧客服務質素的熱誠。DHL一直不斷投資於顧客服務中心及員工，得獎肯定了我們的發展方向是正確的，令我們更加積極提升服務質素，不斷改進，為客戶提供最佳的服務。」

電訊盈科電話營銷中心副總經理譚鳳霞女士表示：「電訊盈科不斷推行高效率的客戶服務管理。我們一向重視客戶服務，並以此為業務的核心。優質的客戶服務為客戶帶來稱心滿意的體驗，讓他們選擇繼續使用電訊盈科，亦為我們贏得口碑，帶來更多新客戶。是次電訊盈科再度獲得亞太顧客服務協會的「技術支援管理」的獎項，是對我們的一個嘉許，亦是我們的榮幸，足證我們為客戶提供最優質的服務。」

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。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。

基準方案及報告的詳細資料，可於[www.apcsc.com](http://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 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](http://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。

### **亞太卓越典範顧客關係管理基準方案及報告 (Asia Pacific CRM Benchmarking Program)**

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意的層面。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。

有關新聞採訪、優質顧客服務標準、亞太傑出顧客關係服務獎選舉，請致電 852+2174 1428 與 劉小姐聯絡，或透過電郵至 [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com)