

NEWS RELEASE

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

Hong Kong, China – July 5, 2007 – The Asia Pacific Customer Service Consortium (APCSC) presents the **Best-in-Class (BIC) recognition** to the companies who have performed well in the Regional BIC 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 Satisfaction Management (Commercial Market)*
- *Proactive Service Management (Customer Service Center)*
- *Sales Management*
- *Corporate Service Management*
- *Customer Retention Management*
- *Service Level Management*

CASCADE LIMITED
Dialog Telekom Ltd.
Dao Heng Insurance Co., Limited
TNT Express Worldwide (HK) Ltd.
Bupa (Asia) Ltd.
New World Telecommunications Ltd.

Mr. Jason Chu, Chairman of APCSC commented, "Today, benchmarking result is one of the key performance indicators for corporate business success and continuous health check. With more sophisticated and innovative products and service deliveries, successful companies are benchmarking continuously to learn from both their direct competitors and cross industry competition for best practices implementation and business process break through. Their goal is to become the Best-in-Class company and establish a strong corporate culture for market leadership. With more emphasis on customer experience management, APCSC has dedicated the BIC CRM Benchmarking regional platform to facilitate and refine the benchmarking process for effective learning and knowledge sharing of best practices and market trend. Congratulations to the BIC winners for their tremendous effort and commitment in up keeping and setting the benchmark in achieving Best-in-Class!"

Mr. Chan Wing-Wa, Managing Director, CASCADE LIMITED said, "It is a great honor CASCADE's corporate customer service to be recognized as this year's Best-In-Class for 'Customer Satisfaction Management (Commercial Market)'. With the previous awards 'Customer Relationship Excellence (CRE) Award - Outstanding Achievement' 2004 and 'Customer Service Quality Standard (CSQS) - Top Level Strategic Business Unit' 2005, CASCADE once again demonstrated its core value to continuously strike for service excellency. As always, we are committed to invest in people development and innovative technology deployment to deliver world class customer service to our valued customers both in Hong and overseas."

Ms. Sandra De Zoysa, Head of Customer Service & Contact Management of Dialog Telekom Ltd. said, "Our Customers and our employees are our most valued assets. We strive to deliver World Class Customer Service and direct our journey in search of excellence along a path of continuous improvement. While aiming to delight our customers with the warmth of caring service, our teams are committed to unflinching compliance to quality standards, and best in class customer centric service delivery processes. Our investments in human resource development & performance management systems empower us to deliver sustainable performance across multiple service dimensions. This achievement will encourage us to continue and improve our efforts in service delivery with single minded focus on the customer. We appreciate the support and guidance received from APCSC throughout our CSQS journey."

Ms. Macy Lim, Senior Manager of Personal Insurance of Dao Heng Insurance said, "It is a great honour for Dao Heng Insurance to receive the Best-in-Class recognition for Sales Management. The award recognised our continued efforts in resources, process and performance management to transform our call center into a profit center in the past several years. We successfully developed a good CRM system to understand our customers' preference and behaviours. In future, we will continue to exceed customers' expectations by delivering excellent customer service and quality products."

Ms. Fanny Wong, Customer Service Manager, TNT Express Worldwide (HK) Ltd. said, "We are honored to have been presented with 'Corporate Service Management' Award which reflects the recognition to our efforts and commitment to, and strength in, providing top quality corporate client service. We have the client at the heart of our business and deploy and manage our resources to most effectively meet the needs of our clientele. This award exemplifies our on-going refinement and devotion to corporate client service and how seriously we take our responsibilities to provide professional and reliable services to our clients. With our reputation for top notch worldwide network operations and innovative solutions, we add considerable long term value to the clients we serve, always striving for excellence in meeting the specific needs of everyone of them."

Dr. Damien Marmion, Managing Director of BUPA Health Insurance said, "It is a great honor for BUPA Health Insurance to receive the Best-in-Class Award for Customer Retention Management. BUPA has a long term Customer Service strategy in place with a commitment to deliver excellent customer service to our Customers. Health and wellness is important to all individuals and to deliver this help and support is essential, especially when people are sick. To focus on long term customer relationships, BUPA pioneered lifelong guaranteed renewal to give peace of mind, a no claims bonus to reward customers if they take care of the health and stay healthy. We are not able to deliver excellent service without the support from our staffs. I am pleased that the dedication shown by all of our staff has been recognized by APCSC and we will continue to invest in improving our service."

Ms. Anita Tam, General Manager, Customer Service, New World Telecom said, "New World Telecom (NWT) is honoured to receive the Best-in-Class 'Service Level Management' Award this year. NWT is committed to deliver an array of diversified IP and telecom services that satisfy different communications needs of consumers and business customers. This revitalizes their lives while enabling them to stay ahead in today's dynamic business environment. Our service standards and commitment in pursuing service excellence compose the Service Level Management. Moreover, regular benchmarking with both local and international competitors ensures our consistency in delivering quality, timely service efficiently to our customers. We believe that quality customer services are our competitive advantage. This certainly will win the trust from our valued-customers and bring our company sustainable growth."

The BIC recognition is awarded on annual basis to participants of the Regional BIC 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**. For full details of the Benchmarking Program, please visit www.apcsc.com.

About Asia Pacific Customer Service Consortium (APCSC) 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 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 experience, satisfaction and loyalty. With more emphasis on customer experience management, APCSC has dedicated the BIC CRM Benchmarking regional platform to facilitate and refine the benchmarking process for effective learning and knowledge sharing of best practices and market trend. It is every company's goal to become the Best-in-Class company and establish a strong corporate culture for market leadership.

For Press interviews, CSQS and CRE Awards, please contact Ms. Stella Lau via tel: 852 2174 1428 or via email: enquiry@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 – 2007年7月5日—亞太顧客服務協會（APCSC）隆重頒發「卓越典範」（Best-in-Class）獎項予在亞太顧客關係管理基準方案及報告（**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：

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| • 客戶滿意管理（商業市場） | 萃鋒有限公司 |
| • 先進服務管理（顧客服務中心） | Dialog Telekom Ltd. |
| • 銷售管理 | 道亨保險有限公司 |
| • 企業服務管理 | TNT Express Worldwide (HK) Ltd. |
| • 顧客忠誠管理 | 保栢（亞洲）有限公司 |
| • 優質客戶服務管理 | 新世界電訊有限公司 |

亞太顧客服務協會（APCSC）主席朱剛岑先生表示：「今天，公司商業成功與企業健康檢查的關鍵表現指標之一是基準方案報告。成功企業不斷進行標桿管理更成熟和創新的產品和服務，從直接競爭對手與跨行業競爭市場學習執行最佳守則與改善商業流程。其目標是成為卓越典範企業，並建立領導市場的企業文化。亞太顧客服務協會致力優化流程基準方案，卓越典範顧客關係管理基準方案強調顧客體驗管理，亞太區平臺提供有效的學習，知識分享最佳守則與市場趨勢。我向卓越典範獲獎企業表示祝賀，他們付出了巨大努力保持和設定標桿達到**卓越典範**！」

Dialog Telekom Ltd.顧客服務與聯絡管理總監 Sandra De Zoysa 女士表示：「顧客與員工是我們最寶貴的財產。我們努力提供世界級顧客服務，並透過持續改進不斷追求卓越。我們的隊伍希望能用溫暖關愛的服務讓顧客感到喜悅，他們努力始終符合質量標準與顧客服務交付流程基準方案。我們在人力資源開發與表現管理系統的投資讓我們能透過多重服務維度提供可持續表現。這項成就將鼓勵我們繼續努力，以顧客為中心改善服務。我們向亞太顧客服務協會在優質顧客服務標準之旅中給我們所提供的支持與指引表示感謝。」

道亨保險有限公司個人保險部高級經理林淑英表示：「道亨保險非常榮幸能獲得『卓越典範-銷售管理』獎項。這個獎項正好表彰我們過去數年在資源管理、流程管理及表現管理上的努力，成功轉化客戶服務中心成為銷售中心。我們成功發展出一套完善的客戶服務管理系統以了解顧客對產品的取向及需求。在未來，我們將繼續超越顧客的期望提供最優質的客戶服務及產品。」

TNT 香港客戶服務部經理黃文娟女士表示：「本公司對獲取『企業服務管理』獎項深感榮幸。該獎項充份反映我們向客戶提供優質服務的實力和承諾。TNT 不忘以客為本的宗旨,並以有效調配資源以滿足客戶所需為己任。此項殊榮標誌著本公司對客戶服務管理努力不懈、持續改善、對客戶提供專業和可靠服務的承擔。此外,透過我們完善的環球運輸網絡以及創新的商業方案,我們定必為客戶提供優質增值服務。TNT 一不斷致力滿足每位客戶的需要。」

新世界電訊客戶服務總經理譚瑞儀表示：「新世界電訊榮幸於本年獲取『卓越典範』之『優質客戶服務管理』獎項。我們一直致力為個人及商業客戶提供一系列多元化的 IP 及電訊服務，滿足他們對通訊的獨特需要，為他們的生活及工作注入動力，助他們於現今瞬息萬變的商業環境中掌握優勢。我們優質的客戶服務管理具備專業的服務標準和承諾，並定期以本地及海外的同業作參考，以確保貫徹的高服務水平，促使我們可以快速為客戶提供物有所值的服務方案。我們深信，優質的顧客服務是公司的市場優勢，能夠進一步贏取客戶的信任，同時，有效地帶動公司業務持續地增長。」

亞太顧客服務協會每年頒發卓越典範獎項與參加亞太區卓越典範客戶關係管理基準方案的企業。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，參加企業可以透過基準方案評估了解市場趨勢、最佳守則及訂立未來投資計劃。

基準方案及報告的詳細資料，可瀏覽 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傑出顧客關係及服務質量，認可與表彰各機構和客服人才對客戶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

亞太顧客服務協會的基準方案及報告作為策略性商業評估和審查，有助於辨認出顧客關係管理和顧客服務商業表現的缺漏，以及策略商業單位所需注重的層面。亞太顧客服務協會制定的這個項目，幫助機構找出需要改善的地方，對改善顧客體驗、滿意度和忠誠度大有幫助。亞太顧客服務協會致力優化流程基準方案，卓越典範顧客關係管理基準方案強調顧客體驗管理，亞太區平臺提供有效的學習，知識分享最佳守則與市場趨勢。每一間公司的目標都應是成為卓越典範企業，並建立領導市場的企業文化。

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 或透過電郵至 enquiry@apcsc.com 與 劉小姐聯絡。