



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

即時發放

亞太顧客服務協會隆重介紹優質顧客服務標準 (CSQS) 暨亞太區優質顧客服務標準委員會

香港 – 2003 年 10 月 28 日 – 亞太顧客服務協會隆重介紹**優質顧客服務標準**。

優質顧客服務標準是由亞太顧客服務協會，和香港大學一班研究員的合作而制定，目的是評定整體服務質素，最佳守則和顧客服務的表現。這是致力於優質顧客關係的客戶熱中心和顧客服務機構所獲得的最高榮譽。

香港大學副教授和**優質顧客服務標準**的聯席計劃統籌員——黃國全博士表示：「**優質顧客服務標準**的重點在於優質顧客關係的核心價值，故此較其他標準更為優勝。**優質顧客服務標準**是經過多年研究、基準調查、最佳守則及商業個案研究而成，使**優質顧客服務標準**制定出長遠的顧客價值，並適切回應影響機構整體績效表現的基本因素。」

優質顧客服務標準由**優質顧客服務標準協會**推動，成員包括區內的領導公司。數間行內的領導者，包括**香港CSL**，**UL安全檢定國際有限公司**，**台灣客服科技**，和**道亨保險**均表示支持，並會委派高層職員參與及組成亞太區的**優質顧客服務標準委員會**

亞太顧客服務協會主席——朱剛岑先生表示：「**優質顧客服務標準**對亞太區服務行業的成長十分重要，就如**ISO9000**對製造業的影響一樣。我們對於**優質顧客服務標準**得到這麼熱烈的回應感到十分喜悅。同時亦肯定了顧客服務和客戶熱中心期望有一個專為服務業而設的標準，作為運作上的指引的訴求正在不斷增加。」

朱先生補充：「**優質顧客服務標準協會**和這套服務標準，將為服務行業帶來重大好處及長遠的貢獻。這個標準會加速服務業的成長及專業發展，尤其是顧客服務、客戶熱中心，和委外服務質素的組織效能和整合。」

優質顧客服務標準的目標是建立以從業員為基礎，由顧客導向的一套最佳守則指引，給服務業機構作為參考，以致可以有系統及有效地管理和改善顧客服務運作，透過提供優質服務去穩定及有效率地回應顧客要求。這套服務標準是專為設有顧客服務，或設有服務/熱/聯絡中心的機構而制定。

亞太顧客服務協會謹在此邀請各領導機構參與，推動**優質顧客服務標準**的成功。若需要更多**優質顧客服務標準**的資料，請登入 <http://www.apcsc.com>。

關於 亞太顧客服務協會(APCSC)

亞太顧客服務協會成立的信念在於『**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。

亞太顧客服務協會提供全球性認可的培訓證書課程，範圍包括客戶服務、技術支援和客戶關係管理等，所有證書課程均根據國際客戶服務標準。如有興趣認識亞太顧客服務協會，請到 www.apcsc.com 網頁瀏覽。

對於新聞稿有任何查詢，請致電 +852 2174 1428 與 Mr. Paul Hilton 聯絡，或透過電郵至 paul@apcsc.com



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

APCSC Introduces the Customer Service Quality Standard (CSQS) Jointly with the CSQS Committee, Asia Pacific

HONG KONG -- October 28, 2003 – APCSC officially introduces the Customer Service Quality Standard (“CSQS” or **The Standard**).

The CSQS has been developed in conjunction with the Asia Pacific Customer Service Consortium (APCSC) and in collaboration with researchers at the University of Hong Kong (HKU) to assess the overall service quality, best practice compliance and performance of the customer service operation. It is the highest certification that is awarded to call centers and customer service organizations that excel in customer relationship excellence.

Dr. George Huang, Associate Professor of HKU, joint-project leader for the CSQS commented, “The CSQS has a significant advantage over other standards in the fact that it focuses on the core value of customer relationship excellence. The CSQS ties together years of research, benchmarking measurement, best practices and business case studies, enabling the CSQS to create customer life-time value and address bottom-line issues that affect the overall business performance of the organization.”

The CSQS will also be supported by a Standards Consortium that comprises of leading companies throughout the region. Several industry leaders including **Hong Kong CSL, UL International, Taiwan Teleservices & Technologies** and **Dao Heng Insurance** have already pledged their support and have allocated key personnel to participate and form the CSQS Committee, Asia Pacific.

Mr. Jason Chu, Chairman of APCSC said, “The CSQS is essential for a more mature service industry in the Asia Pacific region as is ISO9000 for the manufacturing industry. We are delighted to have such a rapid response to the CSQS, which confirms the growing need for a dedicated standard that addresses key aspects within the Customer Service and Call Center operation.”

“The Standard and the Committee will bring to the Service Industry much benefits and long term contribution; and the Standard will accelerate the maturity and professional development in particular the organizational effectiveness and integration of customer service, call center and quality of outsourcing service sector.” added Mr. Chu.

The main aim of the CSQS is to establish a practitioner-based, user-driven set of good-practice guidelines that can be followed by service organizations to manage and improve their customer service operations systematically and effectively so that customer requirements and expectations are met consistently and efficiently with the delivery of service excellence. These guidelines are arranged as a Standard specific to organizations with customer service operations and service/call/contact centers.

APCSC is inviting leading organizations to contribute to the success of the CSQS, please check <http://www.apcsc.com> for more information.

Asia Pacific Customer Service Consortium (www.apcsc.com)

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. APCSC jointly offers the most recognized global certifications for Call Center, Help Desk and Customer Service Management with global education partners and international membership organizations to set World-Wide Standards.

For Press enquiries/interviews, please contact Mr. Paul Hilton via tel: +852 2174 1428. Press releases are also available by email, kindly send requests to: paul@apcsc.com