



Asia Pacific
Customer
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Asia Pacific Customer Service Consortium
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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) 暨亞太客戶關係管理研討會 - 台北

臺灣，台北 -- 2003年11月21日 - 由亞太顧客服務協會(APCSC)舉辦、臺灣客服中心發展協會(TCCDA)協辦的『客戶關係管理研討會』中，亞太顧客服務協會隆重向臺灣業界各大機構的高層主管與客服中心決策人介紹**優質顧客服務標準 (CSQS)**。

APCSC 邀請 TCCDA 首席教育訓練顧問黃憲乙先生，台灣客服科技總經理邱登崧先生和亞太顧客服務協會主席朱剛岑先生為演講嘉賓。透過研討會主題，各公司代表都交流相關經驗和意見 關於在臺灣及亞太區 顧客關係管理 典範借鑑 的調查結果以及**優質顧客服務標準對公司與提昇業界營運效益，客服管理 與 策劃的幫助。**

台灣客服科技股份有限公司總經理邱登崧先生表示：『藉由推行優質服務標準 (CSQS) 的四個層面：管理責任、資源管理、流程管理、表現管理之過程，運用 PDCA 的系統模式，來改善整體客服產業的服務品質表現，達成對業主委外的客服標準承諾，進而加強業主的市場競爭力，並提升獲利能力！』

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。

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，道亨保險，和國際ISO9000和TQM研討會(ICIT)創會主席何廣明教授均表示支持，並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**

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。」



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優質顧客服務標準的目標是建立以客服產業業為基礎，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/熱線/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。

關於 臺灣客服中心發展協會(TCCDA)

本協會戮力於聯絡各臺灣客服中心管理者及相關人員，冀望達成四大目標：(1) 經驗分享 (Experiences Sharing)；(2) 新知學習 (Expertise Learning)；(3) 人員訓練 (Employee Training)；(4) 訊息溝通 (Event Discussion / Reporting)；並且協力發展與提昇臺灣客服中心之服務品質與效率為宗旨。

對於**優質顧客服務標準**或新聞稿有任何查詢，請致電 +852 2174 1428 與 Mr. Paul Hilton 聯絡，或透過電郵至 paul@apcsc.com



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FOR IMMEDIATE RELEASE

APCSC Introduces the Customer Service Quality Standard (CSQS) At CRM Senior Executive Forum in Taipei

TAIPEI, TAIWAN – November 21, 2003 – APCSC officially introduced the Customer Service Quality Standard (“**CSQS**” or **The Standard**) to leaders and senior executives of Call Center, Customer Service and CRM from major Taiwan corporations at the **CRM Senior Executive Forum** organized by **The Asia Pacific Customer Service Consortium (APCSC)** and co-organized by **Taiwan Call Center Development Association (TCCDA)**.

APCSC invited Mr Larry Huang, Chief Training Consultant of TCCDA, Mr. Deng-Song Chiou, President of Taiwan Teleservices and Technologies Co., Ltd. (**TT&T**), and Mr. Jason Chu, Chairman of APCSC, as the speakers and panelists of the forum. Discussions, experience and knowledge sharing took place on the CRM Benchmarking findings and the business impact, organizational effectiveness and integration of Customer Service Quality Standard (**CSQS**) in Taiwan and Asia Pacific.

“Through promoting and implementing the four areas of **CSQS**: management responsibility, resource management, process management, performance management, with plan-do-check-action cycle, the customer service industry could improve the overall service quality and performance;” said Mr. Deng-Song Chiou, President of **TT&T**, “The **CSQS** could also help the outsourcing sector to achieve clienteles’ business outsourcing service level agreement, strengthen their competitiveness, and enhance their profitability!”

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.

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 **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**, **Dao Heng Insurance**, and Prof. Sam Ho, Founder Chair of International Conference on ISO9000 and TQM (**ICIT**), have already pledged their support and have allocated key personnel to participate and form the **CSQS** Committee, Asia Pacific.

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.”



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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.

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**Asia Pacific Customer Service Consortium ([www.apcsc.com](http://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.

**Taiwan Call Center Development Association (TCCDA)**

TCCDA is to provide connection and network opportunities to Senior Management and Professionals from Call Centers in Taiwan. The goals are (1) Experiences Sharing; (2) Expertise Learning; (3) Employee Training; (4) Event Discussion / Reporting. TCCDA is aimed at the development and enhancement of the service quality and efficiency.

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For CSQS or 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