



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
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即時發放

亞太顧客服務協會(APCSC)隆重介紹優質顧客服務標準(CSQS)
暨亞洲商業研討會 – 新加坡

新加坡 – 2004年2月17日 – 在亞洲商業論壇舉辦的測量與考核顧客滿意度商業會議中，亞太顧客服務協會(APCSC)隆重向服務質素、客戶服務和客戶關係管理的決策人和高層主管介紹優質顧客服務標準(CSQS)和360度客戶關係管理基準方案與報告。

優質顧客服務標準的目標是建立一套以客戶服務員為基礎、由顧客導向的最佳守則指引，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，透過提供優質服務以準確及迅速地回應顧客要求。這套服務標準是專為設有顧客服務，以及設有服務/熱線/聯絡中心的機構而制定。

亞太顧客服務協會(APCSC)主席朱剛岑先生表示：「自從優質顧客服務標準(CSQS)在香港、臺灣以及新加坡推廣以來，愈來愈多公司認識到提高顧客服務質素的重要性，對優質顧客服務標準(CSQS)感興趣的公司也因而不斷增加。現今，地理位置已相對變得不重要 -- 更重要的是如何滿足以及超越顧客的要求，以提升整體服務質素。這同時是所有協會成員共同的目標。」

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，PCCW 香港電訊盈科，UL 安全檢定國際有限公司，台灣客服科技，匯豐保險(亞洲)、匯豐人壽、匯豐醫療保險、道亨保險和數碼通電訊。

新加坡南洋理工大學機械及生產工程學院焦建新博士表示：「優質顧客服務標準(CSQS)乃全面而有效的平台，有助公司增進及改良他們的顧客服務程序。這標準已建立多年，我們很高興能夠將優質顧客服務標準(CSQS)推廣至新加坡各企業。」江博士並補充：「很多香港及臺灣商界領袖已沿用此標準並從而獲得優良成效，我相信新加坡各企業皆能從優質顧客服務標準(CSQS)中獲益。」

優質顧客服務標準是由亞太顧客服務協會(APCSC)，和香港大學的一班研究員合作制定，目的是評定服務質素，最佳守則和顧客服務的表現。這是致力於優質顧客關係的熱線中心和客顧服務機構所獲得的最高榮譽。

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。若需優質顧客服務標準的資料，請登入 <http://www.apcsc.com>。

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#### 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內推廣優質顧客關係及服務質量，致力表彰各機構和客戶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證書培訓課程，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而訂。如有興趣認識亞太顧客服務協會，請到 [www.apcsc.com](http://www.apcsc.com) 網頁瀏覽。

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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



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FOR IMMEDIATE RELEASE

APCSC Announces the Customer Service Quality Standard (CSQS) At the Asia Business Forum in Singapore

SINGAPORE – February 17th, 2004 – APCSC officially introduced the Customer Service Quality Standard (“**CSQS**” or **The Standard**) and 360 Degree CRM Benchmarking to leaders and senior executives of Service Quality, Customer Service and CRM at the Business Conference on Measure & Monitor Customer Satisfaction organized by the **Asia Business Forum in Singapore**.

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.

Mr. Jason Chu, Chairman of APCSC said, “Since the launch of the CSQS in Hong Kong and Taiwan, we are seeing a growing interest in the CSQS as more companies recognize the importance of elevating and raising the quality of service that is provided to customers. Geographical location is unimportant these days – what matters is that we meet and exceed the expectations of our customers and raise the overall quality of the service we are providing. This is a common objective shared by all committee members.”

The CSQS is supported by a Standards Consortium that comprises of leading companies throughout the region. Several industry leaders including:-

- Hong Kong CSL Limited
- PCCW HKT
- UL International
- Taiwan Teleservices and Technologies
- HSBC Insurance (Asia)
- HSBC Life (International)
- HSBC Medical Insurance
- Dao Heng Insurance Company Limited
- SmarTone Mobile Communications Limited

Dr. Roger Jiao, Assistant Professor at the School of Mechanical & Production Engineering, Nanyang Technological University (NTU) commented, “The CSQS is a robust and solid platform, enabling organizations to enhance and improve their customer service processes. The standard has been in development for many years and we are pleased to introduce the CSQS to businesses here in Singapore”. Dr. Jiao added, “I am confident that businesses in Singapore can learn a great deal from the standard, since many market leaders in Hong Kong and Taiwan are already adopting it and leveraging on the benefits”.

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.

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



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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.

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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](mailto:paul@apcsc.com)