



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 – 馬來西亞

馬來西亞，吉隆坡 – 2004年2月18日 – 在吉隆坡顧客關係管理服務計費及計量會議上，亞太顧客服務協會(APCSC)隆重向各熱線中心、客戶服務及客戶關係管理的決策人及高層主管介紹優質顧客服務標準(CSQS)。

優質顧客服務標準(CSQS)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。

優質顧客服務標準(CSQS)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、最佳守質和顧客服務的表現。這是致力於優質顧客關係的熱線中心和客戶服務機構所獲得的最高榮譽。

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。」

優質顧客服務標準(CSQS)對亞太區服務業的成長十分重要，就如ISO 9000對製造業的影響一樣。我們對優質顧客服務標準(CSQS)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線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。

朱剛岑先生補充：「優質顧客服務標準(CSQS)及其協會，將為服務業帶來重大好處和長遠貢獻。這標準會加速服務業的成長及其專業發展，尤其是顧客服務、客戶熱線中心，和委外服務質素的組織效能和整合。我們期待能夠將優質顧客服務標準(CSQS)推廣至馬來西亞，並對馬來西亞企業給予的初步回應感到喜悅。」

優質顧客服務標準(CSQS)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客戶服務的運作，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，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>。

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**亞太傑出顧客關係服務獎(CRE Awards)**

亞太顧客服務協會(APCSC)現正舉辦2003/04年度亞太傑出顧客關係服務獎(CRE Awards)。亞太傑出顧客關係服務獎(CRE Awards)選舉的設立目的，是提昇亞太區各國際都會的顧客服務質素和優質顧客關係，並藉此肯定那些為客戶提供出色服務的企業、團體及個人。

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關於亞太顧客服務協會(APCSC)

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。如有興趣認識亞太顧客服務協會，請到 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](mailto:paul@apcsc.com)



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FOR IMMEDIATE RELEASE

## **APCSC Introduces the Customer Service Quality Standard (CSQS) At the Asia-Pacific CRM/CIS Conference in Kuala Lumpur, Malaysia**

MALAYSIA, Kuala Lumpur – February 18th, 2004 – APCSC officially introduced the Customer Service Quality Standard (“**CSQS**” or **The Standard**) to leaders and senior executives of CRM, IT, Call Center, Customer Service from utility industry in Asia Pacific during the **CRM/CIS, Billing and Metering Conference in Kuala Lumpur, Malaysia**.

The CSQS is supported by the 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

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, “Since the introduction of the CSQS in Hong Kong, Taiwan and Singapore, 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.”

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 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. We are looking forward to expanding the reach of the CSQS into Malaysia and we are delighted with the initial response from local organizations.” 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.



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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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Customer Relationship Excellence Awards (CRE Awards)

Asia Pacific Customer Service Consortium (APCSC) is currently hosting the 2003/04 Asia Pacific Customer Relationship Excellence Awards (CRE Awards). The goal of this CRE Award is to promote service quality and customer relationship excellence in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

For more information, please visit <http://www.apcsc.com/cgi-bin/global/awards.asp>

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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.

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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