



Asia Pacific  
Customer  
Service  
Consortium

Asia Pacific Customer Service Consortium  
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FOR IMMEDIATE RELEASE

## **APCSC Announces the Customer Service Quality Standard (CSQS) At the 9th International Conference on ISO 9000 & TQM in Thailand**

Bangkok, THAILAND – April 5th, 2004 – APCSC officially introduced the Customer Service Quality Standard (“CSQS” or “**The Standard**”) to international leaders, researchers, academics and senior business executives of Quality Management, ISO9000, TQM, Service Quality during **the 9th International Conference on ISO 9000 & TQM (ICIT) in Bangkok, Thailand.**

The CSQS is supported by a Standards Consortium that comprises of leading companies throughout the region. 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 organisations that excel in customer relationship excellence.

*Mr. Jason Chu, Chairman of APCSC* commented, “The International Conference on ISO 9000 & TQM is a well established annual international summit that is well attended by international academics and leaders in quality management system and business research. The CSQS is similar to ISO 9000 certification process, but with a much dedicated framework aiming towards a world class customer service organization, integrating best practices and following TQM principles to achieve customer relationship excellence. We are pleased to introduce the CSQS at such an important event hosted together with **the 5<sup>th</sup> Symposium on TQM Best Practices in Thailand.** Thailand is renowned for providing first class customer service. I am sure that the CSQS will be well received by the business community.”

*Professor Sam Ho, the Founder Chair of the ICIT* commented, "Jason's presentation on CSQS is unprecedented. Basing on the cross-fertilized ICSS from Australia, Hong Kong and USA, the CSQS set an excellent framework for the pursuit of service excellence. This is particularly important for a developing country like Thailand when the economic focus is shifting from manufacturing to service.”

After attending the CSQS tutorial workshop, *Dr. Mohd. Azman Idris, Senior Consultant, Standards & Quality Industry Services Department, SIRIM Berhad of Malaysia* commented, “CSQS can be a very useful tool for those organizations complementing TQM, especially on efforts towards customer focus. Even though ISO9001:2000 stress on Focus on Customer, but CSQS provides more details on what to focus on customer.” For businesses that have implemented standards such as ISO 9000, the next logical step for those businesses that have a Customer Service department established would be to implement the CSQS.

“Jason's tutorial session has been well received, not only by delegates from the Foundation for TQM (**FTQM**) Promotion in Thailand, but also from delegates from several other countries attending the 9th ICIT. Further development is now being seeded by the FTQM to transplant the CSQS and its related processes into the Thai economy in the near future,” Professor Ho also shared his experience of leading a top Hong Kong restaurant group to achieve the ICSS standard with good success.

APCSC is delighted to have such a positive response to the CSQS, which confirms the growing need for a dedicated standard that addresses key aspects within the Customer Service, Call Center and Help Desk operation.



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The main aim of the CSQS is to establish a practitioner-based, customer-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.

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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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