

NEWS RELEASE

WELL BORN REAL ESTATE MANAGEMENT JOINS THE CSQS COMMITTEE MEMBER, ASIA PACIFIC

*'Maintaining Integrity, Striving for Excellence' has long been the belief
and ultimate goal for all Well Born staff.*

Hong Kong, China – 29 July 2005 – **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Customer Service Quality Standard (CSQS or the Standard)** Committee Corporate Membership Certificate to **Well Born Real Estate Management Ltd.** as the first property management company in joining the CSQS Committee for their market leadership in customer relationship excellence and quality commitment.

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. The CSQS offers a 360 degree Customer Service Quality Standard that enhances the knowledge management, organization learning and customer relationship excellence. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard.

Mr Jason Chu, Chairman of APCSC, commented, “Well Born has consistently provided customer relationship excellence as a market leader. Their participation in the CSQS Committee Asia Pacific and effort to implement the Standard are clear statements to reinforcing their vision ‘To be the role model of property management with the brand new interactive and premier service.’ On behalf of the CSQS Committee, I welcome Well Born as the first property management organization to adopt CSQS to further strengthen their interactive service quality framework.”

Mr Suen Kwok Lam, Managing Director, Well Born Real Estate Management Ltd, commented, “*Maintaining Integrity, Striving for Excellence*’ has long been the belief and ultimate goal for all Well Born staff.”

Through the CSQS Committee, CSQS benefits from a practitioner-based, user-driven set of best-practice standard that can be followed by service organizations to manage and improve their customer service supply chain systematically and effectively so that customer and service recipient requirements and expectations are met consistently and efficiently with the delivery of service excellence.

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

APCSC is founded with the belief of that “*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 the 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 Centre, Help Desk and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

### **About Well Born Real Estate Management Ltd ([www.wb.com.hk](http://www.wb.com.hk))**

Well Born Real Estate Management Limited was operated in 1997 and has since grown into one of the largest property management companies in Hong Kong. As a wholly owned subsidiary of the Henderson Land Group, Well Born has been providing quality service to thousands of customers. We understand the importance of providing excellent service and delivering customer satisfaction.

Well Born's Vision: “To provide high quality interactive property management services to our customers”.

Well Born's Mission: “Interactive Services for Quality Management”.

Well Born's Core Values: (1) Customer Premiership; (2) Personnel Competence; (3) Continuous Improvement; (4) Rebate to Society; (5) I.T. Pioneering & (6) Mutual Trust and Assistance.

In order to obtain a higher level of success, we place strong emphasis on Financial Control, Time Management and Quality and Quality Service. At Well Born, we are committed to constantly upgrading ourselves.

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For Global Certification Program, CRE Awards, People Site Certification, CSQS or press enquiries/interviews, please contact Ms. Stella Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: stella.lau@apcsc.com

新聞稿

偉邦物業管理有限公司加入亞太優質顧客服務標準委員會

『持誠執信 追求卓越』已經成為偉邦員工的一致宗旨與目標！

中國，香港 - 2005年7月29日 - 亞太顧客服務協會頒發優質顧客服務標準 (CSQS) 委員會公司會員證書予偉邦物業管理有限公司，偉邦是首間物業管理公司加盟CSQS委員會，代表他們在傑出顧客關係服務上的市場領導與品質管理的成就。

優質顧客服務標準是由亞太顧客服務協會和香港大學研究員合作制定，並得到業界的 CSQS 委員會支持。CSQS 以全方位的優質顧客服務標準提昇企業的知識管理、機構研習及優質客戶關係服務。亞太顧客服務協會現正邀請各大機構加入優質顧客服務標準委員會，齊心為 CSQS 標準的發展作出貢獻。

亞太顧客服務協會(APCSC)主席朱剛岑先生表示：「偉邦作為行業領導不斷地提供卓越客戶關係服務，他們加入亞太優質顧客服務標準委員會及致力實踐該標準正身言力行地鞏固他們的宏圖理念：『以卓越互動及嶄新的服務成為物業管理界的模範』。我代表CSQS委員會歡迎偉邦作為首間物業管理機構採用優質顧客服務標準來強化其互動服務管理架構。」

偉邦物業管理有限公司執行董事孫國林先生表示：「『持誠執信 追求卓越』已經成為偉邦員工的一致宗旨與目標！」

透過 CSQS 委員會的評審，優質顧客服務標準受惠於以業界實踐為基礎及用者導向的最佳守則標準，讓更多服務業機構作為參考，從而系統化及效率性地管理和改善顧客服務供應鏈，透過提供準確及迅速的優質服務回應顧客的要求和期望。

亞太顧客服務協會 (www.apcsc.com)

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，建立服務行業公認的標準。

偉邦物業管理有限公司 (www.wb.com.hk)

「偉邦物業管理有限公司」為恒基兆業地產集團全資附屬機構，於一九九七年正式運作。我們一直本著以人為本、以客為專、透過互動溝通、審慎理財、有效之時間管理，提供質量兼優之物業管理服務。

「偉邦」的管理使命是「互動服務，攜手進步」，為顧客提供高質素之物業管理服務，是我們一貫的目標。我們的信念是以客為專，優秀人才、持續改進、回饋社會、資訊領域及互信互助。當然，我們需要審慎理財、有效之時間管理，提供質量兼優的服務，才能得到最大的成功，故此「偉邦」會繼續秉持我們的信念，穩步前進。

有關亞太顧客服務協會的全球認可培訓課程、傑出顧客關係服務獎選舉、優質顧客服務標準(CSQS)和新聞稿或訪問，請致電 +852 2174 1428 與劉運英小姐聯絡。亦可透過電郵至 stella.lau@apcsc.com 索取新聞稿。