



Asia Pacific  
Customer  
Service  
Consortium

Asia Pacific Customer Service Consortium  
9/F Surson Commercial Building  
140-142 Austin Road, Tsim Sha Tsui  
Kowloon, Hong Kong

Tel: (852) 2174 1428  
Fax: (852) 2174 1438  
Email: [info@apcsc.com](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

## NEWS RELEASE

### WELL BORN AND PACIFIC SATELLITE RECEIVE CUSTOMER SERVICE QUALITY STANDARD (CSQS) SITE CERTIFICATE FROM APCSC

*“More importantly, I see improvement in employee morale as well as the growth of our customer satisfactory level.”*

Hong Kong, China – 8 December 2005 – **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Customer Service Quality Standard (CSQS)** site certificate to **Pacific Satellite International Ltd.** and **Well Born Real Estate Management Limited** in recognition of their achievements and high level of compliance to CSQS. Customers of the communication equipment and property management industries will get a boost in the quality and consistency of customer service.

**Mr. Jason Chu, Chairman of APCSC**, commented, “The market competition today is moving from product to service, and the competition of service industry has put more attention to customer service excellence. More and more CEO’s are realizing quality customer service is the key to customer retention and cost saving, and it’s not a secret that a service without satisfied (internal or external) customer will become obsolete soon. APCSC has launched the Customer Service Quality Standard (CSQS) strategically to the international business community to help organizations in developing a world class service management and checklist comprehensive to follow and implement to quickly sharpen their service organizations. We are excited to see more industries leaders implementing the CSQS. Their commitment to customer is a warranty for business prosperity. Congratulations!”

**Mr. Sze Wing Luen, Wesley, Deputy General Manager, Well Born Real Estate Management Limited** said, “Since the establishment in 1997, Well Born has adopted an interactive approach in providing customer-oriented quality property management service to our clients. We are honored to be the first awardee in the property management industry to receive the Customer Service Quality Standard (CSQS) certificate awarded by the Asia Pacific Customer Service Consortium. The accreditation once again proved that our service excels professional standards. In future, we will strive for continual improvement and deliver higher quality service to our clients.”

While sharing the CSQS success journey, **Mr. Joseph Yeung, Managing Director, Pacific Satellite International Ltd.** said, “Pacific Satellite has always led the market in terms of developing and deploying new technologies in satellite communication, broadband technologies or digital TV set-top boxes. In the past, our service approach focus on technical problem solving and system proper function for our customers, and less aware of the total customer service requirements. We did not integrate the customer service function as an intrinsic part of our total business strategy.

We have benefited a lot after joining the CSQS Program,. Not only have we integrated the latest customer service concept and techniques, the CSQS consultants also have helped us to identify areas for improvement, such as internal and inter-departmental communications and performance tracking. We have further enhanced our CRM system with more integration with other operating systems. Our customer service team now achieves more results from regular review meetings with a positive-thinking approach. I have seen increasing service incomes. More importantly, I see improvement in employee morale as well as the growth of our customer satisfactory level.”



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. It is the highest certification awarded to customer service organizations that strive to develop customer relationship excellence.

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. 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.

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

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.

#### **About Pacific Satellite International Ltd. ([www.pacificsatellite.com](http://www.pacificsatellite.com))**

PACIFIC SATELLITE INTERNATIONAL LTD was established in 1989 to augment the growth in Asia Pacific Satellite TV Industry. Since its inception, the company has grown into a regional entity with its headquarter at Hong Kong. With full range of satellite TV equipment, the distribution operations had taken Pacific Satellite to a number of countries in Asia Pacific region, and export equipment to the Middle East and European markets.

Pacific Satellite also has offices in ShenZhen, Singapore, Manila, and Sydney. Pacific Satellite is also popular with its installation and maintenance of SMATV, TVRO, VSAT, Uplink Systems throughout the region. Holding SMATV license in Hong Kong, Pacific Satellite is servicing over 500,000 SMATV and MATV households in Asia Pacific.

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

Well Born Real Estate Management Limited (Well Born) is a wholly owned subsidiary of the Henderson Land Group and one of the market leaders in the industry. Established in 1997, we provide one-stop property management services for low-rise and high-rise luxury properties and car parks across the territory developed by the Group. At present, Well Born employs about 1,000 staff and manages 17 developments including Grand Promenade, King’s Park Hill, Regency Royale, Metro Plaza and etc; which comprise a total of 20,000 units.

In order to ensure our service quality complies with international standards, Well Born has successfully accredited with certificates of ISO9001 Quality Management system, ISO 14001 Environmental Management System, OHSAS 18001 Occupational Health and Safety Management System, ISO 10002 Complaints Handling Management System, Hong Kong Q-mark Service Scheme and etc.

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**For Press interviews, CSQS and CRE Awards, please contact Ms. Stella Lau via tel: 852+2174 1428 or email: [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com)**



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## 新聞稿

# 偉邦物業管理有限公司和栢衛通訊器材有限公司獲得 亞太顧客服務協會所頒發的優質顧客服務標準 (CSQS) 認可證書

「除了公司業績有所增長，本人認為員工士氣得以改善，  
客戶對本公司服務更感滿意是最為重要的。」

中國，香港 – 2005 年 12 月 8 日 – 亞太顧客服務協會頒發優質顧客服務標準 (CSQS) 證書予栢衛通訊器材有限公司和偉邦物業管理有限公司，以認可他們的卓越成就符合了優質顧客服務標準。通訊設備、物業管理業的顧客將得到客戶服務質素和穩定性的提升。

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「今天的市場競爭正從產品轉移到服務競爭，而在服務業的競爭中，公司把更多的注意力投放在優質的顧客服務。愈來愈多的行政總裁明白優質的顧客服務是顧客忠誠及節省成本的重要因素，不能令(內部或外部) 顧客滿意的服務很快便會被淘汰。亞太顧客服務協會策略性地為國際商業組織設立優質顧客服務標準，幫助他們建立世界級服務管理及設計全面的清單去依照及實行，從而更快確切地改善他們的服務機構。我們很高興愈來愈多的市場領導者實行優質顧客服務標準。他們對顧客的承諾是生意繁榮的保證。恭喜他們得到優質顧客服務標準認證。」

偉邦物業管理有限公司副總經理，史永聯先生表示：「『偉邦』自一九九七年投入運作以來，一直秉持『以客為尊』的服務宗旨，貫徹『互動服務，攜手進步』的企業精神，為客戶提供卓越的物業管理服務。我們十分榮幸，「偉邦」成為全港首間物業管理公司，獲亞太顧客服務協會頒發優質顧客服務標準 (CSQS) 認可證書。是次獲取認證，再一次證明「偉邦」的顧客服務達專業水平。我們並承諾，在未來的日子持續改進，令客戶得到更優質的服務。」

栢衛通訊器材有限公司集團董事，楊超明先生表示：「栢衛通訊器材在技術研究與應用方面，均在同業市場中佔著領導地位。不論是衛星通訊、寬頻科技或數碼電視機頂盒的研製，我們都經常將最先進的技術與產品帶給客戶。提供維修保養及相關的客戶服務便成為本公司的一個附帶業務，但公司一直都將精力投放於為客戶解決技術性問題及確保系統運作良好方面，並沒有關注到全面優質的客戶服務之重要性，也沒有將此納入為商業策略中的重要環節。」

栢衛通訊器材在參加優質顧客服務標準 (CSQS) 認可計劃後獲益良多。除了獲得最新的客戶服務概念或技巧的資訊，CSQS 的顧問更會指出本公司需要加以改善的地方，如加強部門內或跨部門的溝通，及進行部門表現紀錄等。我們亦加強了客戶關係管理系統的功能，並與其他公司內部系統整合。現在員工都懷著積極正面的態度參與每周例會，會議成效自然更為顯著。除了公司業績有所增長，本人認為員工士氣得以改善、客戶對本公司服務更感滿意是最為重要的。」

優質顧客服務標準是由亞太顧客服務協會，香港大學研究員合作制定，亞太區優質顧客服務標準委員會業界支持。這是致力於優質顧客關係的客戶中心和顧客服務機構所獲得的最高認可準。



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。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 (APCSC) ([www.apcsc.com](http://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。

### **栢衛通訊器材有限公司 ([www.pacificsatellite.com](http://www.pacificsatellite.com))**

栢衛通訊器材有限公司成立於 1989 年，正藉亞太衛星電視產業增長之時。公司業務遍及亞太各國，總部則設於香港。栢衛提供全面的衛星電視設備，銷售網絡遍及亞太地區，並出口至中東及歐洲市場。

栢衛在深圳、新加坡、馬尼拉及悉尼均設有辦事處。栢衛亦於安裝衛星電視公共天線 (SMATV)、TVRO、VSAT 及衛星上行系統 (Uplink Systems) 方面很有經驗。作為 SMATV 的持牌公司，栢衛在亞太地區已為 500,000 衛星電視公共天線及共用天線電視接收系統 (MATV) 的用戶服務。如欲獲得更多資料，請瀏覽 <http://www.pacificsatellite.com>。

### **偉邦物業管理有限公司 ([www.wb.com.hk](http://www.wb.com.hk))**

恒基兆業地產集團全資附屬偉邦物業管理公司，為本港最具規模的物業管理公司之一。「偉邦」於 1997 年投入運作，一直為集團發展的豪宅物業、大型屋苑及停車場等提供一站式管理服務。目前，「偉邦」管理 17 個物業項目，合共逾 20,000 個單位，員工人數接近 1,000，管理屋苑遍及港九新界，包括嘉亨灣、京士柏山、富匯豪庭及新都城等。

為確立公司管理系統達致國際認可標準，確保客戶可享優質服務，「偉邦」先後考獲 ISO9001 品質管理證書、ISO14001 環境管理證書、OHSAS18001 職安健管理證書、ISO10002 投訴處理管理證書及香港「Q 嘜」優質服務證書等。

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有關新聞採訪、優質顧客服務標準、亞太傑出顧客關係服務獎選舉，請致電 852+2174 1428 與 劉小姐聯絡，或透過電郵至 [stella.lau@apcsc.com](mailto:stella.lau@apcsc.com)