



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

DIALOG TELEKOM: FIRST TELECOM OPERATOR IN SOUTH ASIA TO RECEIVE CSQS ACCREDITATION FROM APCSC

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Hong Kong, China – 24 October 2006 – The Asia Pacific Customer Service Consortium (APCSC) announced the successful Customer Service Quality Standard (CSQS) site accreditation of DIALOG TELEKOM LIMITED (DTL), in recognition of their achievements and high level of compliance to *CSQS Level III Strategic Business Unit* for their **Customer Service Department.** Customers of the mobile telecommunications industries in Sri Lanka will get a boost in the quality and consistency of customer service centers.

DTL's Customer Service Department has attained the highest level of requirements with world class customer service standard of **CSQS**. As Sri Lanka's largest mobile phone network operator, DTL is determined to lead the service industries with the best service standard in customer service strengthening their brand value by "Bringing the Future Today." They continue to impress Asia Pacific telecom industry by adopting the latest and most advanced **Customer Service Quality Standard**. Among the many efforts that Dialog has made, they demonstrate successful implementation on knowledge management in continuous tracking and monitoring of work process and KPI's. This would bring a revolutionary impact to the business community as the "Best Customer Service Provider in Sri Lanka".

Mr. Jason Chu, Chairman of APCSC, commented, "Dialog Telekom is the first telecom operator from South Asia to become accredited with CSQS and to achieve CSQS Level III Strategic Business Unit. The customer service team has made tremendous effort and dedication in implementing best practices in customer service to ensure professional and quality service offering to the Sri Lankan people. Always looking for better ways to serve customers, DTL has introduced innovative services and technologies delivered through a team of energetic and dynamic customer service professionals. Their business success is a result of their customer-focus strategy and culture. On behalf of APCSC, I would like to congratulate Dialog for their CSQS achievement ranking together with other world class companies in Asia. "

Dr. Hans Wijayasuriya, Chief Executive of Dialog Telekom had this to say, "The provision of efficient and caring service to our growing family of customers is assigned central focus within the business and strategic plans of Dialog Telekom. The CSQS certification programme provided the company with a structured roadmap to the achievement of service excellence and regular benchmarking of the company's journey towards world-class standards in customer service. The achievement of CSQS certification reaffirms the company's continued commitment to continuous improvement and learning in the sphere of service delivery, and more importantly evidences the commitment and dedication of our service team to the delivery of best in class service to our customers."

Delving further into the Company's customer service philosophy, **Head of Customer Service & Contact Management, Ms. Sandra De Zoysa** said, "As an organisation, we understand that if we want our customers to become advocates, customer service needs to be our number one priority and that it is the delivery of customer service excellence that creates an overall experience. In order to achieve this end, we strive to constantly internalise this focus and put measures into place that can actually demonstrate this commitment. Our dealings with customers are not treated on a transactional basis, but with the long-term value of our customer in mind. CSQS certification reflects the success of Dialog Telekom in creating a customer experience that is distinctive and valuable, one that goes beyond simple satisfaction, and takes service standards to a higher 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 committee members 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 Dialog Telekom Limited (DTL) (www.dialog.lk)

Dialog Telekom is a subsidiary of Telekom Malaysia International. In addition to its core mobile telephony business, the company provides international services, supporting an International Gateway infrastructure providing retail and wholesale international voice and data services under the brand name of Dialog Global. The company also provides Internet services through Dialog Internet - a fully-fledged Internet Service Provider (ISP). Dialog Telekom also operates Dialog SAT, a mobile satellite service.

The Company's fully owned subsidiary Dialog Broadband Networks (Pvt) Ltd is a key player in Sri Lanka's ICT infrastructure sector, providing backbone and transmission infrastructure facilities and data communication services. In October 2006, Dialog Telekom announced the acquisition of a 90% stake in Asset Media (Pvt) Ltd, a media company licensed to operate Television Broadcasting and pay Television services in Sri Lanka.

Dialog Telekom is also the first 3G operator in South Asia to commence commercial operations. Its local coverage spans all nine provinces while international roaming is provided in 190+ countries. Dialog Telekom, the largest and fastest growing cellular service in Sri Lanka, serves a subscriber base in excess of 3 Million Sri Lankans.

About Asia Pacific Customer Service Consortium (APCSC) (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.

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