



Asia Pacific  
Customer  
Service  
Consortium

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## NEWS RELEASE

### DIALOG TELEKOM LIMITED RECEIVES THE HIGHEST LEVEL OF CUSTOMER SERVICE QUALITY STANDARD SITE CERTIFICATE FROM APCSC

Hong Kong, China – 6 July 2007 – **The Asia Pacific Customer Service Consortium (APCSC)** officially presented **Customer Service Quality Standard (CSQS)** site accreditation to **DIALOG TELEKOM LIMITED (DTL)**, in recognition of their achievements and high level of compliance to *CSQS Level III Strategic Business Unit* for their **Contact Centre and Customer Service Department**. Customers of the mobile telecommunications industries in Sri Lanka will get a boost in the quality and consistency of contact centre and customer service centres.

**DTL's** Contact Centre and Customer Service Department have 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 "Brining 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 Officer, 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 initiatives 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."

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 Dialog Telekom Limited (DTL) [www.dialog.lk](http://www.dialog.lk)**

Dialog Telekom operates Dialog GSM, Sri Lanka's largest mobile phone network. It is a subsidiary of the Telekom Malaysia Group. 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.

**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.

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



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## 新聞稿

### DIALOG TELEKOM LIMITED 獲得

亞太顧客服務協會所頒發的最高級別優質顧客服務標準 (CSQS) 認可證書

中國，香港 – 2007 年 7 月 6 日 – 亞太顧客服務協會正式頒發優質顧客服務標準 (CSQS) 證書予 DIALOG TELEKOM LIMITED (DTL)，以認可他們的卓越成就符合了優質顧客服務標準。斯里蘭卡移動電訊業的顧客將得到客戶服務質素和穩定性的提升。

DTL的客戶熱線中心與顧客服務部門達到了CSQS世界級顧客服務標準的最高要求。作為斯里蘭卡最大的手機網絡運營商，DTL決心以最佳顧客服務標準提供優質顧客服務，以『Brining the Future Today』為口號，加強其品牌價值，領導服務業。其采用最新最先進的顧客服務質量標準，在亞太地區電訊業不斷作出卓越表現。Dialog不斷努力，在持續監管與監控工作流程與KPI方面成功執行知識管理。作為『斯里蘭卡最佳顧客服務供應商』將為商業界帶來革命性影響。

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「Dialog Telekom是東南亞地區第一個得到優質顧客服務標準認證並達到優質顧客服務標準三級策略商業單位的電訊運營商。顧客服務隊伍作出了巨大努力和貢獻，在顧客服務中執行最佳守則，確保向斯里蘭卡人提供專業與優質服務。DTL不斷尋找為顧客服務的更好方法，由積極上進的顧客服務專業人員提供創新服務與技術。以客為中心的策略與文化給他們帶來了商業成功。我代表亞太顧客服務協會祝賀Dialog能和亞洲其他世界級公司一起達到優質顧客服務標準等級。」

Dialog Telekom首席執行官，Hans Wijayasuriya博士表示：「Dialog Telekom以有效關愛的服務為商業與策略創舉的中心，向越來越多的顧客家庭提供服務。優質顧客服務標準認證為公司提供了規劃發展藍圖，幫助公司達至世界級顧客服務標準。我們能達到優質顧客服務標準認證，再次肯定了公司在不斷改進和研習服務提供的持續投入。更重要的是明證了我們的服務隊伍所作出的努力與貢獻，向顧客提供卓越典範服務。」

優質顧客服務標準由亞太顧客協會 (APCSC) 和香港大學 (HKU) 一班研究員合作制定，並得到了亞太區優質顧客服務標準委員會的業界支持，這是致力於發展傑出顧客關係服務的顧客服務機構獲得的最高認證證書。

優質顧客服務標準以全方位的優質顧客服務標準提昇企業的知識管理、機構研習及卓越客戶關係服務。亞太顧客服務協會現正邀請各大領導機構加入優質顧客服務標準委員會，齊心為優質顧客服務標準標準的發展作出貢獻。透過優質顧客服務標準委員會的評審，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，作為更多服務業機構的參考，讓其系統化及效率性地

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。

### **關於 Dialog Telekom Limited (DTL) [www.dialog.lk](http://www.dialog.lk)**

Dialog Telekom 運營斯里蘭卡最大的手機網絡 Dialog GSM。它是 Telekom Malaysia Group 的子公司。除手機技術核心業務之外，公司還提供國際服務，支持一間國際門戶基礎以 Dialog Global 的品牌名提供國際聲音與數據服務零售及批發業務。公司亦通過健全的互聯網服務供應商 (ISP) Dialog Internet 提供因特網服務。

### **關於亞太顧客服務協會 (APCSC) [www.apcsc.com](http://www.apcsc.com)**

亞太顧客服務協會成立的信念在於「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標準，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，並藉此肯定那些為客戶提供了出色服務的企業、團體及個人。

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關於傳媒報導、優質顧客服務標準及亞太傑出顧客關係服務獎，請致電(852) 2174-1428 或電郵到 [enquiry@apcsc.com](mailto:enquiry@apcsc.com) 與劉小姐聯絡。