



NEWS RELEASE

OCTOPUS RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

“The People Site Certification is a tremendous recognition of our customer service excellence and success through continuous improvement.”

Hong Kong, China, 29 July 2005 – Octopus Cards Limited has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of Octopus’ ongoing commitment in providing innovative and world-class service and elevating customer service quality in Hong Kong.

Octopus’ Call Centre received the People Site Certification, which is presented to organizations that have over ninety percent of their Customer Service and Call Centre staff certified under APCSC’s Global Certification programme. This includes ‘Certified Call Centre Manager’ (CCCM), ‘Certified Call Centre Professional’ (CCCP), ‘Certified Call Centre Supervisor’ (CCCS), and ‘Certified Customer Service Analyst and Auditor’ (CCSA).

Mr Jason Chu, Chairman of APCSC commented, “Octopus has made great contribution to making life easier and simpler for customers. Today, the People Site Certification testifies yet another commitment of Octopus in providing customer services excellence with call center best practices. Their relentless pursuit of service excellence is admirable. APCSC is very pleased to present the People Site Certification to Octopus Cards Limited and proud to have Octopus as our corporate member.”

Mr Eric Tai, Chief Executive Officer, Octopus commented, “The People Site Certification is a tremendous recognition of our customer service excellence and success through continuous improvement, and also all the hard work of our dedicated team. We will ensure that this award continues to represent the highest levels of customer services for all the cardholders, with our utmost professionalism, responsiveness and etiquette.”

The People Site Certification is offered free of charge and is renewed on an annual basis provided that ninety percent or more of the staff remain certified under APCSC’s Global Certification programme.

In addition to the People Site Certification, APCSC has also introduced the CSQS – 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.

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 centres and customer service organizations that excel in people excellence in customer relationship.

For Global Certification Program, 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

About Asia Pacific Customer Service Consortium (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 Octopus Cards Limited (www.octopuscards.com)

Launched in 1997, Octopus is the world’s leading and most extensive smartcard payment system, with over 320 service providers across different businesses in Hong Kong, including public transport, parking, retail, vending and kiosks, schools, leisure facilities and access control for residential and commercial buildings. Today, over 12.4 million Octopus cards are in circulation and the system handles 9 million transactions a day, with transactions value exceeding HK\$65 million.

Octopus is also active in the international arena in providing contactless smartcard solutions, with its unique experience and technology. It is Octopus’ aspirations to replicate the successful experience in Hong Kong to other parts of the world, to make life easier for people everywhere.



新聞稿

八達通卡有限公司榮獲亞太顧客服務協會頒發的 「優質客服專員中心證書」

“The People Site Certification is a tremendous recognition of our customer service excellence and success through continuous improvement.”

中國 - 香港, 2005 年7 月29日 – 八達通卡有限公司榮獲亞太顧客服務協會頒發的優質客服專員中心證書，以表揚八達通卡有限公司不斷致力提供創新及世界級的顧客服務，及其對提升亞太區內顧客服務質素所作出的貢獻。

八達通卡有限公司獲頒發的優質客服專員中心證書，要求機構必須有九成以上的顧客服務和熱線中心的職員達到亞太顧客服務協會全球性認可培訓證書課程的認證標準，其中包括客服中心資深經理人員證書 (CCCM)，客服中心資深專員證書 (CCCP)，客服中心中層經理證書 (CCCS)，客服中心分析及審查員證書 (CCCA)。

亞太顧客服務協會主席朱剛岑先生表示：「八達通為顧客帶來無窮的便利，令生活更輕鬆。今天，優質客服專員中心證書再次證明了八達通能提供優質顧客服務的承諾並遵守最佳守則。他們努力不懈地追求優質服務是值得讚賞的。亞太顧客服務協會十分高興將優質客服專員中心證書頒發給八達通卡有限公司，並對八達通成為亞太服務協會的企業會員引以為傲。」

八達通卡有限公司行政總裁戴勇牧先生表示：「獲頒發優質客服專員中心證書，不僅肯定了八達通努力不懈提升客戶服務質素的成果，亦勉勵了我們盡心盡力提供卓越客戶服務的員工。我們承諾會繼續精益求精，近貼客戶需要，以更專業、更真誠的態度為客戶提供更稱心滿意、更有效率的服務。」

優質客服專員中心證書是免費頒發，有效期為一年。只要機構內的顧客服務和熱線中心有九成以上客服中心職員能達到亞太顧客服務協會全球性認可培訓證書課程的認證標準均可獲免費頒發。

除了優質客服專員中心證書，亞太顧客服務協會亦推出了一個全面性的優質顧客服務標準(CSQS)。亞太顧客服務協會誠意邀請各領導機構參與，推動優質顧客服務標準的成功。

優質顧客服務標準是由亞太顧客服務協會，和香港大學一班研究員的合作而制定，目的是評定整體服務質素，最佳守則和顧客服務的表現。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榮譽。

有關亞太顧客服務協會的全球認可培訓課程、優質客服專員中心證書、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stell.lau@apcsc.com索取新聞稿。

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。

八達通卡有限公司 (www.octopuscards.com)

八達通於1997年推出，為領先全球的智能卡電子收費系統。系統以快速、可靠及簡便為設計概念，廣為市民和商戶接受。現於市面上流通的八達通卡超過1,240萬張，每天平均使用量達900萬宗，交易金額超過港幣6,500萬元。八達通應用範圍廣泛，包括公共交通、泊車、零售、街市、自助服務、康樂設施、學校及出入保安系統等。憑其無可比擬的專業知識、技術及經驗，八達通業務近年已邁向國際，為海外團體提供非接觸式智能卡解決方案，將這香港引以自豪的都會卓越創意引進世界其他城市，令各地市民生活更輕鬆。