



NEWS RELEASE

BAYER RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

“The certification by the APCSC proves we in Bayer MaterialScience are on the right track.”

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

BMSL’s Customer Service Department, Regional Service Center received the People Site Certification, which is presented to organizations that have over ninety percent of their Customer Service certified under APCSC’s Global Certification programme which includes *Certified Customer Service Professional (CCSP)*.

Mr. Jason Chu, Chairman of APCSC commented, “Bayer MaterialScience has made great effort in setting up the Regional Service Center in Hong Kong supporting customers in Asia Pacific with innovative raw materials fueling the booming manufacturing exports to the world. Today, the People Site Certification set the milestone for BMSL in its service achievement in customer service professionals who serve the corporate customers and business partners with best practices and innovative market leadership. APCSC is very pleased to present the People Site Certification to BMSL and proud to have BMSL as our corporate member.”

Mr. Wolfgang Miebach, Managing Director, Regional Service Center, BMSL, commented, “Delivering best-in-class service to our customers in Asia/Pacific is highest priority of Bayer MaterialScience. Therefore we’re putting high efforts into the continuous improvement of our customer-focused Supply Chain which we consolidated in our Regional Service Centre as center of excellence. The certification by the APCSC proves we in Bayer MaterialScience are on the right track.”

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 centers 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 Bayer MaterialScience Limited (www.bayermaterialscience.com)

Bayer is represented by some 350 companies employing 113,637 people on all continents (as of August 30, 2004). The cornerstones of its business activities are in Europe, North America and the Far East. With the growing internationalization of the company, the establishment of production centers in close proximity to customers has become a high priority.

Asia-Pacific, with its enormous growth potential, is one of Bayer's most important future markets. In 2004 Bayer's 13,849 employees in the region generated sales of EUR 4.9 billion - about 16 percent of the Group total. The company's goal is to increase the share of Asia-Pacific sales substantially over the medium term. Attesting to the increasing importance of Asia Pacific as a growth market for Bayer, the Group has invested some EUR 2.7 billion in capital expenditures and acquisitions as well as research and development in the region since 1990.

Bayer MaterialScience is a leading maker of innovative high-performance polymers used in countless areas of daily life. A symbol of high quality, strong brands, and sophisticated technologies, Bayer MaterialScience serves customers across a diverse range of industries including automotive, electronics, construction, IT, and sports and leisure.



新聞稿

拜耳榮獲亞太顧客服務協會頒發的「優質客服專員中心證書」

「亞太顧客服務協會頒發給我們的證書，足以證明拜耳材料科技的方向正確。」

香港, 中國, 2005年9月29日 - 拜耳材料科技有限公司(Bayer MaterialScience Limited)榮獲亞太顧客服務協會頒發的「優質客服專員中心證書」, 以表揚拜耳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。

拜耳獲頒發的優質客服專員中心證書, 機構必須有九成以上的顧客服務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—客服中心資深專員證書 (CCCP)。

亞太顧客服務協會主席朱剛岑先生表示: 「拜耳藉著創新的原材料燃料刺激該製造業之對外出口, 並致力在香港建立亞太區服務中心, 以支援亞太區的業務發展。今天, 優質客服專員中心證書為拜耳的客戶服務專員之服務成就確立了一個里程碑, 他們能以最佳守則和創新的市場領導方案服務其公司客戶和生意合作夥伴。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拜耳, 並對拜耳能夠成為亞太服務協會的企業會員引以為傲。」

拜耳材料科技有限公司亞太區服務中心董事總經理苗伯樂先生表示: 「拜耳材料科技本著其業務宗旨, 為其亞太區客戶提供首屈一指的服務。因此, 我們一直致力改善以客為本的供應鏈, 並把其併入我們的區域服務中心, 作為我們的業務核心。而亞太顧客服務協會頒發給我們的證書, 足以證明拜耳材料科技的方向正確。」

優質客服專員中心證書是免費頒發, 有效期為一年, 每年更新一次。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), 目的在於增強公司知識管理、組織學習與及顧客關係。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 stella.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。

拜耳材料科技有限公司 (www.bayermaterialscience.com)

拜耳在全球五大洲設有約350家公司，員工人數為113,637人（截至2004年8月30日），主要在歐洲、北美和遠東地區開展業務活動。隨著公司國際化程度的日益增強，在客戶周邊建立生產中心已成為公司的首要任務。

亞太地區具有巨大的增長潛力，是拜耳最重要的潛在市場之一。2004年，拜耳在該地區的13,849名員工創造了49億歐元的銷售額，佔集團總銷售額的16%左右。公司的中期目標是大幅提升亞太地區的銷售份額。1990年至今，拜耳集團已在該地區投入約27億歐元用於資本支出、收購和研發，這充分證明：作為一個不斷發展強大的市場，亞太地區對拜耳的重要性正日益增強。

拜耳材料科技是無數日常生活領域所使用的新型高性能聚合物的主要生產商，是高品質、大品牌和先進技術的象徵，為眾多行業（包括汽車、電子設備、建築、資訊技術、體育運動和娛樂等行業）的客戶提供優質服務。