



NEWS RELEASE

LEXXUS INTERNATIONAL RECEIVES “PEOPLE SITE CERTIFICATION” AWARD FROM APCSC

“Advance our member services to a higher level of distributor-care, business support and communication with them.”

Hong Kong, China, 13 January 2006 – **Lexxus International** has been awarded the “People Site Certification” from APCSC (Asia Pacific’s Customer Service Consortium), in recognition of Lexxus’ high-standard, efficient and personalized service provided to its distributor-members who participate in its global direct-selling business. Lexxus’ advanced operational model, called the “serviced-based e-Commerce”, is unique in the world’s direct-selling industries.

Lexxus’ Member Service Department has received the “People Site Certification” award, which is presented to organizations that have over ninety percent of their customer service and call centre staff certified under APCSC’s Global Certification program. In the case of Lexxus, a glittering 100-over-100 percent of its customer service staff has achieved the ‘Certified Call Centre Professional’ (CCCP) status.

Mr Jason Chu, Chairman of APCSC commented, “With an innovative e-Commerce service model, Lexxus understands the strategic value in providing professional services. Lexxus, being the first People Site Certification Company in the direct-selling industries has made a big step on behalf of the entire industries. All the membership service team staff are very eager to learn the best practices so as to provide consistent world class support to their members and customers in Asia. Lexxus International has made a commitment to providing customer service excellence to their distributor-members. We are proud to have Lexxus as our Professional Member.”

Mr Curtis Broome, President of Lexxus International Greater China and Southeast Asia Region commented, “We are pleased to be awarded the ‘People Site Certification’, as it is a strong testimony to our continued endeavors and success in providing our distributors with professional-level online and walk-in customer service that is essential for the smooth running of our kind of e-Commerce business. The award has been a great encouragement to the staff of our Member Relations team. And we pledge to continually find new ways to advance our member services to a higher level of distributor-care, business support and communication with them.”

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 on www.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 Lexxus International (www.lexxusinternational.com)

Lexxus International, Inc., which is also registered in Hong Kong with its regional office located in Causeway Bay, is a 21st century new generation direct-selling company. Through its innovative “serviced-based e-Commerce” model, Lexxus markets premium quality, high-impact personal care, cosmetics and healthcare products to consumers worldwide. The company is a subsidiary of Natural Health Trends Corp., a NASDAQ listed company, founded 14 years ago in the US with its headquarters based in Dallas, Texas. Today, Lexxus distributes its products to 31 markets in the world with the help of 90,000 active distributor-members who are supported by Lexxus companies and their management teams in 11 countries.

Lexxus International operates a state-of-the-art e-Commerce model which includes a global “real-time business settlement system” accessible on the Internet platform and by which, transactions can be made across the globe and computed immediately. As a result, a Lexxus member is able to easily develop his worldwide markets. Lexxus International is currently a member of the prestigious Direct Selling Association in the US.



新聞稿

雷克瑟絲國際榮獲亞太顧客服務協會頒發 「優質客服專員中心證書」

「為我們的加盟商會員提供更完善、更快捷的商業支援及訊息傳遞服務。」

中國 - 香港, 2006 年1 月13日 - 雷克瑟絲國際榮獲亞太顧客服務協會頒發「優質客服專員中心證書」, 權威地肯定了它在直銷行業中, 為其屬下加盟商會員提供非常優質、快捷及個人化之客戶服務。據悉, 在全球直銷業中, 雷克瑟絲國際採用的「服務營銷電子商務」模式, 是一種非常創新的營運概念。

雷克瑟絲國際獲頒發的「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。而雷克瑟絲國際之「會員服務部」在這次評審之中, 全體客服人員都獲得“客服中心資深專員證書”(CCCP), 實屬難能可貴。

亞太顧客服務協會主席朱剛岑先生表示: 「以一個創新電子商務服務模式營運, 雷克瑟絲國際深明專業服務的增值策略。作為第一間在直銷行業獲得優質客服專員中心證書的雷克瑟絲國際, 代表了該行業服務質素之邁進。所有會員服務團隊專員都非常熱衷地學習客服中心最佳守則, 確保為他們在亞洲的會員和顧客提供一致性的世界級服務。雷克瑟絲國際已對其加盟商會員承諾提供優質的顧客服務。我們以雷克瑟絲國際成為我們的專業會員感到驕傲。」

雷克瑟絲國際大中華及東南亞區總裁Curtis Broome先生表示: 「我們獲頒『優質客服專員中心證書』, 感到十分高興。我們經營的是一種獨特的“電子商務”直銷生意, 必須為我們的加盟商同時提供優質的“網上”及“面對面”客戶服務, 才可以確保我們的作業模式能暢順地運作。亞太顧客服務協會此次給我們之認證, 是我們一眾同事在這方面努力的成果, 特別是我們「會員服務部」之同事, 感到十分驕傲。未來, 我們將一如以往, 努力不懈, 尋找更好的方法, 為我們的加盟商會員提供更完善、更快捷的商業支援及訊息傳遞服務。」

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及熱線中心維持有九成以上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, 便可每年更新優質客服專員中心證書。

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個具領導地位的機構參與並成爲委員會成員，推動優質顧客服務標準的發展。

優質顧客服務標準是由亞太顧客服務協會與香港大學的研究員共同合作而制定，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 與劉小姐聯絡。亦可透過www.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顧客服務標準。

雷克瑟絲國際 (www.lexxusinternational.com)

雷克瑟絲國際(Lexxus International, Inc.)於2001年1月在美國成立，爲廿一世紀新一代的直銷公司，其大中華及東南亞區總部設於香港。透過其創新之“服務營銷電子商務”及會員網絡，雷克瑟絲國際向全球消費者供應優質、速效的個人護理用品、美容品及健康食品。雷克瑟絲國際之母公司爲自然健康時尚控股公司(Natural Health Trends Corp.)，成立達14年之久，在美國納斯達克股票市場上市，其總部設在美國德州達拉斯市。今天，透過屬下超過90,000名活躍會員，雷克瑟絲國際將產品分銷至全球31個市場。公司並於11個國家設有分公司及專業管理團隊。

雷克瑟絲國際擁有先進的電子商務系統，在互聯網平台上，應用“24小時全球實時結算”技術，準確地運算加盟商會員在國際間產生之營業額，對幫助加盟商會員發展國際化的業務有莫大益處。雷克瑟絲國際現爲享負盛名的美國直銷業協會之會員。