



## NEWS RELEASE

# DAO HENG INSURANCE RECEIVES PEOPLE SITE CERTIFICATION AWARD FROM APCSC

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**Hong Kong, China, 26 June 2008 – Dao Heng Insurance Co., Ltd.** has been awarded the People Site Certification from APCSC (Asia Pacific Customer Service Consortium), in recognition of Dao Heng Insurance’s ongoing commitment in providing innovative and world-class service and elevating customer service quality in Hong Kong.

Dao Heng Insurance Co., Ltd, Call Center, 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 includes Certified Call Centre Professional (CCCP) and Certified Call Centre Supervisor (CCCS).

**Mr. Harry Wong, Director & General Manager, Dao Heng Insurance Co., Ltd.** said, “We are proud to receive the People Site Certification award from APCSC again. It recognizes our commitment to provide professional, efficient and customer-centric services to our customers. We believe good customer relationship is the key to success in this competitive and dynamic business environment. This certification is indeed an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service and quality products which exceed our customers’ expectations.”

**Mr. Jason Chu, Chairman of APCSC** commented, “Today, customers everywhere have higher expectations and personalized requirements. Our customer service professionals would require professional training and development to discover customer needs and deliver services that can exceed the customers’ expectations on consistent basis. Dao Heng Insurance has demonstrated their commitment to service professionalism, customer satisfaction and employee development. Their staffs have also committed themselves in achieving the professional certifications. Their joint efforts create win-win-win to customers, staffs and employers and build stronger satisfactions, relationships and retention management. On behalf of APCSC, I congratulate Dao Heng Insurance for their achievement!”

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 program.

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. Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: [enquiry@apcsc.com](mailto:enquiry@apcsc.com)

**About Asia Pacific Customer Service Consortium ([www.apcsc.com](http://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 Contact Centre, Customer Relationship Management and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

**About Dao Heng Insurance Co., Ltd. ([www.daohenginsurance.com](http://www.daohenginsurance.com))**

Dao Heng Insurance Co., Ltd. (DHI) was established in Hong Kong in 1973 and is an Authorized Insurer registered with the Office of the Commissioner of Insurance (Registration No.:32621). We offer a wide range of general insurance products, including personal and group insurance and group medical insurance, to meet the needs of individual, commercial and industrial clients. DHI's mission is to become the leading provider of personal insurance delivering first class services to the customers. Indeed, our pledge of high-quality services outstrips many competitors in the market.