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Henderson Land Group, Hang Lung Properties, and Nexusguard Honored with CSQS Certification Distinction from APCSC

“By implementing CSQS model, we are able to systemize and optimize, and remain competitive.”

Hong Kong, China – June 3, 2016 -- The Asia Pacific Customer Service Consortium (APCSC) presents the Customer Service Quality Standard (CSQS) site certificate to Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management, Hang Lung Properties Limited, and Nexusguard in recognition of their achievements and high level of compliance to CSQS in 2016. Customers of the properties, property management, internet security service, ICT sectors will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC, commended, “CSQS 13.0 has incorporated customer experience management and lifecycle management to help companies accelerate and stay ahead of the competition. CSQS as the International CRE Awards judging criteria provides the framework for companies to transform into a customer-centric organization, to create and reinforce CRE strategies and guidelines for best customer experience. Like ISO standard, CSQS establishes the framework for world class CRM standard, but with more sophisticated requirements that are more stringent than ISO on how to implement CRM best practices with clear requirements and guidelines, applicable to all industries. APCSC annually reviews CSQS with best practices from CRE winners so as to raise the international service standards and benchmark year on year.” **Mr. Chu** further addressed, “The certified CSQS leaders have uplifted their service leadership in innovation, CRM, customer experience management and process improvement integration efforts through the Certificate in Customer Service Management (CCSM) program and CSQS improvement projects. They not only have created excellent ROI’s in their portfolios and investments in people, customers and projects but also have set new corporate standards and service industry benchmark in Asia Pacific. Congratulations for their dedication to quality and business achievement!”

Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd. said, “Henderson Land Group Property Management Department (Hang Yick and Well Born) with CSQS Certification Distinction, has been achieved various kinds of Awards presented by the Asia Pacific Customer Service Consortium over the past years. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment – customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

Mr. Edward Lo, Manager (Learning & Development) of Hang Lung Properties said, “Hang Lung Properties is honored to receive the CSQS Level 3 Certification presented by APCSC this year. This reaffirms the commitment and continuous efforts we have made to provide excellent customer service. Academy 66, the Learning & Development Department of Hang Lung was first established in 2012 based on the International Customer Service Quality Standard (CSQS) Model. By implementing CSQS model, we are able to systemize and optimize our training function, promote corporate culture and values, and remain competitive in the labour market. Living up to the business philosophy of We Do It Right, Hang Lung sees every staff member as our valuable assets and we have dedicated significant resources for staff training and development program. This is not only beneficial to the individual career development of the staff but is also essential for the sustainable development of the Company.”

Mr. Adrian Luwa, Director of Operations of Nexusguard said, “Nexusguard is honored to receive the Customer Service Quality Standard presented by the Asia Pacific Customer Service Consortium. As a global cyber security leader, this is a solid recognition and affirmation for our well-qualified service. Our professional team will continue to uphold our commitment - customer-oriented and continue to strive for innovation to offer premium and quality service to our white glove customer against a multitude of threats, including distributed denial of service (DDoS) attacks, to ensure uninterrupted internet service.”

Introduction & Overview of the CSQS Excellence Model: “Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to corporation, business units and customer service organizations that seek to excel in customer relationship excellence. The goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve interdepartmental and company wide integration.

Integration of the Balanced Scorecard & ISO9000: CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear guidelines and requirements to transform an organization into a customer-centric strategic business unit.

The assessment standard for the International Customer Relationship Excellence (CRE) Awards: CSQS is so crucial to customer service that it became the assessment standard for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental standard that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSQS integrates CRE Best Practices: “Each year, we refine the standard by deriving best practices of our immediate CRE winners. Users of the CSQS have also given us very good feedback. The standard has helped integrate and enhance their management systems and raised the entire firm’s awareness of CRE,” said Chu. APCSC also organizes CRE & CSQS Roundtables internationally to promote and elevate CRE in Beijing, Shanghai, Guangzhou, Shenzhen, HK, Taipei, Singapore, Kuala Lumpur, Bangkok, Jakarta, Sri Lanka and throughout Asia Pacific.

CSKM empowers the frontline: The assessment of CSQS is progressively divided into three levels: **intention, implementation and integration**. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 Levels of CSQS Achievements: CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Operation Service Center; Level II Proactive Service Center; Level III Strategic Business Unit.**

Asia Pacific Customer Service Consortium (APCSC) 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 Regions and to recognize and reward governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management www.hld.com

Henderson Land Group Property Management Department(Well Born and Hang Yick) is dedicated to providing one-stop sophisticated services including finance control, facility management, security, cleaning and maintenance services to high-end properties, mass residential-cum-retail projects and car parks developed by the Group. Well Born and Hang Yick currently manage property developments across the territory and mainland China. Over the years, Well Born and Hang Yick continue to earn praise from the public and received over 1000 international and local accolades and accreditation in various performance-related aspects.

Hang Lung Properties Limited www.hanglung.com

Hang Lung Properties Limited (HKSE stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer operating in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the “66” brand. As Hang Lung’s business continues to grow, the Company is set to develop into a highly admired national commercial property developer in China.

Nexusguard www.nexusguard.com

Founded in 2008, Nexusguard is the global leader in fighting malicious internet attacks. Nexusguard protects clients against a multitude of threats, including distributed denial of service (DDoS) attacks, to ensure uninterrupted internet service. Nexusguard provides comprehensive, highly customized solutions for customers of all sizes, across a range of industries, and also enables turnkey anti-DDoS solutions for service providers. Nexusguard delivers on its promise to maximize peace of mind by minimizing threats. Headquartered in San Francisco, Nexusguard’s network of security experts extends globally.

For Press interviews, **APCSC CRE & CSQS Leadership Summit, CRE Awards promotion and sponsorship, International Customer Relationship Excellence & Innovation Expo**, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC_CRE.