



## ASIA PACIFIC CUSTOMER SERVICE CONSORTIUM 2006 Customer Relationship Excellence Awards Supplement



# Covering all industries, honoring service excellence Relationship excellence is your way forward!

The Asia Pacific Customer Service Consortium (APCSC) has announced the list of Winners for the 2006 Customer Relationship Excellence Awards (CRE Awards) recently. The winners are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, site visits assessment by the judging panel following the Customer Service Quality Standard (CSQS) criteria, public webvoting and a final round of judging by a panel of customer relationship excellence experts.

The Customer Relationship Excellence Awards (CRE Awards) have been launched to provide professionals and experts in the Customer Service industry with recognition of superior service and an on-going contribution to business value. The CRE Awards also take the standards set out in the Customer Service Quality Standard into consideration. Endorsed and supported by International bodies, through a strategic partnership the Customer Service Institute of Australia, APCSC has combined the expertise and knowledge required to develop, deliver and manage the 2006 CRE Awards event.



Customer Relationship Excellence Awards 2006 Winners



Jason Chu, Chairman, APCSC

### CSQS as the Criteria, Benchmarking for Customer Relationship Excellence

Customer Service Quality Standard (CSQS) is adopted as one of the criteria for the assessment of CRE Awards winners. As Mr Jason Chu, Chairman of APCSC said, "Customer Service Quality Standard (CSQS) as an important part of the CRE site-visit assessment criteria further benefits participating companies with higher requirements, critical success factors and best practices outlined within this world-class framework. The CSQS is instrumental in integrating and instituting customer centric processes and customer oriented

corporate culture of the award participants and further recognizing the CRE Awards winners."

### More Participants, More Industries, Service Excellence is the Only Way to Your Market Leadership!

Mr Jason Chu added, "It is exhilarating to see more industry leaders participating in the CRE Awards from different countries covering North and South Asia. This is clear evidence that customer relationship excellence is a growing requirement for business success across international cities. With global economic prosperity and competition, customers have greater access, spending and negotiating power to choose their ideal products, services and delivery. Companies need to find ways to reinvent themselves and innovate to capitalize opportunities in the face of fast changing landscapes and sustain their business growth. We are pleased to see the

excellent business case presentations and individual awards applicants demonstrating their business successes, best practices and insights through the CRE assessment process."

### Introducing New Category for Encouragement and Recognition

The application of next year's CRE Awards has started, attracting a lot of leading companies in various industries from all over the Asia Pacific region to participate. With the constant development of customer service in various markets, Mr Chu announced that a new category Field Support Team of the Year will be introduced in the CRE Awards 2007, for recognizing companies who are providing excellent field support services for their efforts in providing operational, maintenance, installation, repair, engineering and technical services in the field that fulfill the requirements and enhance satisfaction of the clients efficiently.

### Promoting Customer Service Excellence in the Entire Region

In the CRE Awards 2006, there are several new participants and winners from Mainland China and South Asia, who have displayed outstanding performance and excelled in Customer Relationship Excellence. APCSC will continue to promote and uplift cities in Mainland China and other countries, bringing the belief of "Customer Relationship Excellence is the Only Way to Your Market Leadership!" to these markets, to promote a new level of Business Excellence in the entire region.

### Promote Customer Relationship Excellency, Recognizing Outstanding Performance

The goal of the CRE Awards is to promote service quality and customer relationship excellence as core business value in international cities across Asia Pacific and to recognize companies, business units,

teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. It aims at helping improve organizational awareness for contact center performance, customer service best practices, capabilities, and results; promoting a benchmarking process to help companies assess and improve their customer satisfaction and business index; assisting organizations to understand and manage their customers' expectations and service performance index, recognizing an organization's outstanding performance and who excel in Customer Relationship Excellence, and an individual's capabilities, skills and contribution to the business operation; increasing awareness and knowledge of Customer Relationship Excellence, and improving organizational awareness for customer interaction channels, service center performance, and best practices.