

Three leading companies awarded People Site Certification

Commitment to outstanding services

This year, three service leaders have been awarded the People Site Certification (PSC) from APCSC, in recognition of their staff development and commitment in providing outstanding services that meet the global markets. The awards go to Dao Heng Insurance Co., Ltd., Quality Health Care Medical Services Ltd., and S. W. I. F. T. SCRL.

"The PSC recipients have demonstrated their commitment to service professionalism, customer satisfaction and employee development," commented Jason Chu, Chairman of APCSC. "Today, customers everywhere have much higher expectations and personalized demand. Our customer service professionals require professional training and development to take the initiative to discover customer needs and deliver services that can exceed the customers' expectations on a consistent basis."

People Site Certifications are awarded to companies that have over ninety percent of



Ms. Shirley W.S. Wong, Manager of Personal Insurance Marketing, representing DHI, received the PSC

their Customer Service and Contact Centre staff in participation with APCSC's Global Certification programs. Therefore, People Site Certification is a credit given to participating companies that are able to demonstrate strong consistency and profound service professionalism.

Win-Win-Win management

"The staffs from the PSC recipients have committed themselves in achieving the professional certifications. Their joint efforts create a win-win-win situation for customers, staff and employers, and build stronger satisfaction, relationships and retention management," continued Chu.

Dr. Lincoln Chee, CEO, Quality Health-Care Medical Services (QHMS) commented, "We are committed to building an all-rounded service excellence throughout all our customer interaction channels. Customer Services Department is definitely one of the key touch points, in fact, often times the first point of contact, to translate our professionalism and dedication towards service excellence to our clients."

Dr. Chee added, "We are honored to receive the People Site Certification from the APCSC in recognition of the team's commitment in striving for a high level of service excellence through continuous improvement and dedication. Winning the award highlights the capability of our customer service executives and serves as an encouragement for all staff at

QHMS to exceed our customer expectations."

Global Certification Program

To help better achieve customer service excellence in Hong Kong and Asia Pacific, APCSC has launched a series of global certification programs with international bodies in the US, Australia, China, Malaysia and other countries.

Over the years, APCSC, with its proven methodologies, has helped many new and existing international leaders to ensure that the critical success factors lie in people readiness and transformation through its certification programs. The certified professionals are able to create a business impact by using world-class customer service best practices with customer oriented mindset and attitude.

Increase the training ROI

According to APCSC, the most effective way to ensure training results is through certification. Certification ensures that participants understand the concepts taught in class with online exam, as well as to provide a direction and goal for the participants' career development. APCSC continues to engage, monitor, and coach participants through the after-stages of Certification on a one-to-one basis through projects submission and review to get the most return on investment.

Out of more than ten Global Certification Programs, there are three new programs which are registered under the Continuing Education Fund (CEF). These programs are provided by



PEOPLE SITE CERTIFICATION



Dr. Lincoln Chee, CEO of QHMS and Ms. Esther Tsang, Head of Customer Service, received PSC from Mr. Jason Chu, Chairman of APCSC

The Hong Kong Customer Service Consortium (HKCSC) and are approved by the Secretary of Education and Manpower of Hong Kong.

Through inspiring peer-to-peer consultation and stimulating exercises such as video case studies and Micro Analysis, participants will acquire technique, knowledge and experience that are advantageous to their career ladders.

Upon completion, eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of HK\$10,000.

Companies who wish to know more about different global certification programs offered by APCSC can visit <http://www.apcsc.com/>

Global Certification

Certified CRM Director (CRMD)	
Certified Contact Center Manager (CCCM)	
Certified Customer Service Analyst & Auditor (CCSA)	
Certified Contact Center Supervisor (CCCS)	
Certified Telemarketing Supervisor (CTMS)	
Certified Customer Service Professional (CCSP)	
Certified Contact Center Professional (CCCP)	
Certificate in Customer Service Management (CCSM)	
Certificate in Service Excellence Leadership (CSEL)	
Certificate in Professional Customer Service (CPCS)	