



即時發放

亞太顧客服務協會 (APCSC) 宣佈 2008亞太傑出顧客關係服務獎選舉 (CRE Awards) 得獎者名單 - 亞太區內顧客關係服務獎選舉中最重要獎項 -

中國, 香港 — 2009年6月26日- 亞太顧客服務協會 (APCSC) 於2009亞太傑出顧客關係服務頒獎典禮宣佈2008 亞太傑出顧客關係服務獎選舉 (CRE Awards) 得獎名單。得獎者經全面平衡集分卡選出。這包括自我表現基準評審、提名企業的商業方案匯報、神秘探訪、以優質顧客服務標準(CSQS)為評估準則的實地考察、公眾投票, 最後由多位傑出顧客關係專家共同議定得獎者。

亞太傑出顧客關係服務獎選舉的設立目的, 是提昇亞太區各國際都會的顧客服務質量和優質顧客關係, 並藉此肯定那些為客戶提供了出色服務的企業、團體及個人。

亞太顧客服務協會主席— 朱剛岑先生表示: 「在金融危機的核心, 眾多企業和顧客對未來失去信心和方向, 更多未知數的出現, 否定傳統智慧、金融政策和預算。全球危機開始以來, 全球最高領袖才幹、誠信和品格, 無論在公共、金融、政府和商界, 都受到嚴格的審查, 顧客和公民的言論挑戰, 更被最根本風險管理規則所推翻。」

「傑出顧客關係服務領導者擁護顧客, 為企業、員工和顧客創造三贏的優勢。傑出顧客關係服務領袖更隨時預備接受新挑戰, 預知危機, 並把危機化轉為機遇, 重新創造競爭優勢, 因為他們已發展了一套紀律, 視顧客的投訴為至寶, 藉此改善自己的產品和服務, 進而把握機會強化顧客忠誠。」

朱先生進一步表達: 「傑出顧客關係服務先驅建基在堅強的管理毅力, 優質顧客服務標準的基石, 確立「以客為先」的企業遠景、使命、價值和顧客服務承諾的一致性, 創造傑出顧客關係服務文化和標準化, 令日常運作和商業決策能更有效實踐。縱向和橫向的溝通, 向內部和外部透過一個健全和先進的顧客服務知識管理多媒體(CSKM)溝通平台由近及遠, 清晰的傳遞出去。」

朱先生總結: 「今晚, 您們都是代表傑出顧客關係服務企業的先驅, 並為各行業奠定標準, 當大部份企業還在尋找全球金融危機的出路時, 您的傑出團隊、創新服務和卓越的追求已獲得肯定, 您們對傑出顧客關係服務獎評估和基準方案的持續參與, 成為傑出顧客關係服務領袖、百尺竿頭、更進一步的決心尤其是難能可貴, 我謹代表亞太顧客服務協會、傑出顧客關係服務獎評審團和籌備委員會, 祝賀所有傑出顧客關係服務獎的贏家! 」

CPCNet Hong Kong Limited 行政總裁何偉中先生表示: 「我們十分高興今年在亞太顧客服務協會舉辦的亞太傑出顧客關係服務獎選舉中獲取『最佳人力發展計劃(網絡供應商)』及『最佳綜合支援隊伍(網絡供應商)』兩個獎項。是次佳績絕對是對我們一直貫徹為客戶提供高質素服務的一個肯定。為給予客戶最優質的服務, 我們十分著重他們對本公司產品及服務的實際體驗。透過多方面的服務指標, 我們不斷評估整個服務進程及提昇服務水平, 包括高效率的訂單處理, 可靠的產品表現及快捷的客戶服務支援等。我們十分榮幸所採用的策略得到認同。展望將來, 作為你最可信賴的通訊及安全方案伙伴, 我們會繼續秉承『以人為本, 以客為先』的理念, 繼續為客戶提供卓越的服務。」

中國銀聯客戶服務中心主任肖智勇先生表示: 「很榮幸能獲得亞太顧客關係服務在銀行卡領域的最佳客戶熱線中心、最佳人力發展計畫及最佳知識管理獎幾項殊榮。一直以來, 我們以“至微至善, 超越期望, 建設國內一流銀行卡客戶服務中心”為目標, 努力將銀聯客戶服務中心建設成為銀聯對外服務、展示形象的重要視窗, 品牌宣傳、業務行銷的重要管道。我們堅持以人為本的管理模式, 憑藉滿意的員工提供滿意的客戶服務, 並讓員工在服務中獲得成長與進步, 實現自身的價值。」

信和置業有限公司執行董事楊光先生表示: 「信和管業優勢十分榮幸能獲得亞太傑出顧客關係服務獎-- 「最佳人力發展計劃」及「最佳現場支援隊伍」(藍灣半島)兩項殊榮, 肯定了我們各團隊包括物業管理、保安、停車場管理、清潔、大廈維修及品味生活服務的努力, 以達到時刻超越顧客期望的使命。憑藉團隊上下一心, 在硬件、軟件及人才管理上不斷求進, 並充份發揮協同效應, 貫徹公司誠信可靠、顧客至上、團隊精神、不斷求進、充分準備及急迫意識的核心價值。」

恒基兆業地產集團執行董事孫國林MH先生表示: 「恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理榮獲亞太顧客服務協會頒發『2008最佳創意科技及最佳知識管理獎』, 證明兩家公司一直孜孜不倦追求更高優質

顧客服務水準，亞太顧客服務協會的獎項除了代表業戶的認同，亦可驅使偉邦及恒益更加積極，更加努力以追求更高的評價。」

Wharf T&T Outsourcing Services Limited董事兼總經理黃志光先生表示：「自2007年成立以來，WTTO於不同的層面都致力與客戶發展長遠的合作關係，並視他們為我們的緊密生意夥伴。我們是次榮獲『亞太顧客服務協會』頒發『最佳委外服務隊伍』，『最佳效率顧客服務』及『傑出顧客服務經理』三個獎項，所有員工感到相當鼓舞，這證明我們的努力和專業得到肯定和認同。我們將繼往開來，不斷追求優質的客戶服務。」

香港電燈有限公司營運董事阮水師先生表示：「我們十分榮幸在2008年度亞太傑出顧客關係服務獎選舉中榮獲公司組別的「最佳公共服務」獎及個人組別的五個獎項，肯定了我們在卓越客戶服務方面的努力及前線員工的出色表現。港燈將繼續貫徹使命、堅守承諾，以關愛為重的待客之道，不斷求進，竭誠為香港和我們的客戶提供稱心滿意的服務。」

英國Eptica 主席及行政總裁Mr. Olivier Njamfa表示：「Eptica很高興能贏得亞太傑出顧客關係服務獎最佳創意科技。作為首次參賽的公司，我們對於亞太顧客服務協會就我們公司和技術的嚴謹評審留下深刻印象。Eptica 的多媒體聯絡顧客服務軟件能提升公司效率及收入，透過其獨特自學功能，從每一個與顧客的互動過程中學會最佳的解答顧客疑問技巧。Eptica的On-premise或SaaS能讓企業透過不同渠道傳遞快捷、準確和一致的回應，包括網上服務、電郵、電話、傳真、信件及SMS。我們非常期待能與亞洲企業合作，使他們能以更低的開支，提供更卓越的顧客服務。」

康業服務有限公司（康業）副主席及行政總裁鄭正煒表示：「本年再度榮獲亞太顧客服務協會頒發「最佳顧客忠誠計劃」獎。除有賴員工的出色服務，貼心的顧客關係管理是令客戶對康業偏好的原因。作為一間逾40年豐富經驗的物業及設施管理公司，康業不斷提升服務水平，除了提供一系列增值家居服務，並擴展專業後勤支援，包括清潔、保安、園藝、維修保養、保安及智能系統、工程顧問及物業代理等，提升顧客對康業的偏好，同時讓業戶盡享稱心愜意的姿采生活。這個獎項印證了我們無論在顧客關係管理及顧客服務質素方面都在同業中佔優。」

北京思博展科科技有限公司總經理陳國驄先生表示：「我們很榮幸能參加亞太顧客服務協會舉辦的『2008 亞太傑出顧客關係服務獎』的評選並獲得了其中『最佳客戶聯絡中心（網路供應商）』，『最佳現場支援隊伍（網路供應商）』及『傑出顧客服務組長（網路供應商）』三個獎項。一直以來，思博都堅守『以人為本、以客為尊』的服務承諾，將客戶服務當做我們日常工作中的重中之重。而亞太顧客服務協會頒發給思博的這些獎項是對我們提供優質服務和維護良好客戶關係的有力肯定，也將是我們今後繼續再創佳績的無限動力。在今後的工作中，思博將繼續以致力為客戶提供最高的服務素質為宗旨，肩負對每一位元客戶的承諾與責任，全力以赴，做到最好！」

高衛物業管理有限公司總經理梁少波先生表示：「連續兩年獲得「亞太傑出顧客關係服務獎 — 最佳客戶體驗」的殊榮，我們深感榮幸，這榮譽為我們的團隊注入了強心針，我們亦會繼續致力提供體貼稱心的管業服務，讓業戶盡享優質生活。我們隨時樂意為業戶提供貼心的服務，憑藉早著先機的優勢，我們可更快達到業戶的期望。邁向卓越，永不停步，我們矢志為物業管理締造新紀元。」

港基物業管理有限公司總經理詹洪堅先生表示：「港基物業管理有限公司秉承為顧客提供全面優質服務的信念，致力為業戶提供一個國際級的營商及生活環境。我們深切明白到與客戶溝通的重要性，因此我們會廣泛聽取客戶的意見，繼而不斷提升我們的服務水平。港基轄下中環中心，作為港島區的甲級商廈，由專業優秀的支援隊伍，配合完善的「綜合管理系統」，為業戶提供優良的一站式管理服務。我們很榮幸獲「亞太顧客服務協會」頒發「最佳綜合支援隊伍」獎項，我們將繼續努力追求更優質的服務質素，務求讓客戶得到稱心滿意的管理服務。」

中國太平洋人壽保險股份有限公司經營委員會主席潘燊昌先生表示：「太保壽險以“誠信天下，穩健一生，追求卓越”為核心價值觀，認真貫徹落實價值可持續增長的經營戰略，實行“管理向上集中，服務向下延伸”的營運目標，為客戶提供更為貼身的專業保險服務。欣聞我們連續第三年獲得亞太傑出顧客關係服務獎，這是對我們“以客戶為導向”服務理念的認可，是對我們整個服務團隊努力的肯定。我們必將更加努力，為我們的客戶提供更為周到、專業、滿意的保險服務。」

香港天文台台長李太澄博士表示：「我們十分榮幸天文台的服務得到肯定，並且獲得亞太傑出顧客關係服務獎選舉的公眾服務(政府)獎。「心繫社羣，關懷同事」是天文台的核心價值。我們深信熱切地探討和理解用戶對服務的需要是建立良好的顧客關係的最佳辦法。在這方面，天文台慶幸擁有一隊有抱負的同事，他們具備敏銳的觸角，洞悉社會情勢的改變，並熱衷於作出實際的改變，使服務煥然一新。我衷心感謝亞太顧客服務協會為我們提供了一個很好的平台，讓不同機構分享令顧客滿意的經驗。」

今年獲選為「2008年傑出行政總裁」的海洋公園行政總裁苗樂文表示：「差不多每位香港人，無論他們是3歲還是83歲，都熟悉『去玩！去癲！嚟Ocean Park！』這句經典的海洋公園主題曲歌詞，這亦正正是我們全體員工的動力

來源，不斷為遊人帶來獨特的遊樂體驗和回憶。遊人到了海洋公園，便身處園林之中，更可擁抱南中國海，及與可愛的動物作近距離接觸，有如置身另一世界。另一方面，我們亦有多項挑戰地心吸力的至激機動遊戲及全年五大節慶活動，當中「海洋公園十月全城哈囉喂」更是最街知巷聞的活動之一。海洋公園為一所非牟利機構，連續五年打破入場人次、收益及盈餘之紀錄，而入場人次紀錄亦獲業內之國際權威排名為全球第15位，證明我們充分滿足了遊人的需要。在此，我非常感謝每一位遊人和商業夥伴一直以來的支持。另外，我更希望藉此感謝所有海洋公園的同事，因為這個「2008年傑出行政總裁」獎項實在是公園上下齊心協力所得來的成果。」

新世界電訊董事總經理衛鳳文博士表示：「我們十分榮幸連續六年奪得亞太傑出顧客關係服務獎，獎項肯定了我們客戶服務團隊一直以來的努力。作為一間『以客為本』的公司，我們會繼續全面照顧客戶的通訊需要，提供更優質的客戶服務。」

Lyreco董事總經理黃家龍先生表示：「多謝亞太顧客服務協會！能夠第三度獲得「亞太傑出顧客關係服務獎」實在相當榮幸。尤其是今年一共奪得三個獎項，分別是「傑出顧客服務專業人員(客戶熱線中心)」及「傑出顧客服務經理(客戶熱線中心)」，由此可見Lyreco對客戶服務方面抱有承諾亦充分表現了我們的核心價值。Lyreco作為全球最頂尖的辦公室用品供應商之一，我們展望能成為業界所推選的辦公室用品方案專家。我們為達到此目的而提供與別不同的客戶服務。不同在於我們將適合的人分配在適當的崗位，使工作更有效率。今次贏取此獎項力證Lyreco的團隊表現，我在此借這個機會多謝Lyreco客戶服務部及全體員工。公司可以有今日的成績全賴有您。」

實惠傢居廣場有限公司副行政總裁梁兆邦先生表示：「能夠四度榮獲亞太顧客服務協會的傑出顧客服務獎，實在深感榮幸！一直以來，實惠堅守『以人為本·以客為先』的服務理念，致力為顧客搜羅物超所值的傢俬及家居用品的同時，亦不斷提升優質及專業的顧客服務，與時並進。獎項不僅表揚我們前線同事的服務質素，同時確認我們在員工培訓及發展方面的成果。我們將會繼續努力不懈，推動優質的顧客服務，維持我們在美化家居用品市場的領導地位。」

2008年度各個獎項類別的得獎者： -

公司獎項類別

2008年最佳人力發展計劃	信和管業優勢
2008年最佳人力發展計劃（銀行卡）	中國銀聯客戶服務中心
2008年最佳人力發展計劃（網絡供應商）	CPCNET HONG KONG LIMITED
2008年最佳公共服務（政府部門）	香港天文台
2008年最佳公共服務（公用事業）	香港電燈集團
2008年最佳顧客體驗（物業管理）	高衛物業管理有限公司—畢架山一號
2008年最佳知識管理（銀行卡）	中國銀聯客戶服務中心
2008年最佳知識管理（物業管理）	恒基兆業地產集團物業管理部
2008年最佳客戶聯絡中心（銀行卡）	中國銀聯客戶服務中心
2008年最佳客戶聯絡中心（網絡供應商）	北京思博展科科技有限公司
2008年最佳顧客服務中心（保險業）	中國太平洋人壽保險股份有限公司寧波分公司
2008年最佳顧客忠誠計劃（物業管理）	康業服務有限公司
2008年最佳現場支援隊伍（網絡供應商）	北京思博展科科技有限公司
2008年最佳現場支援隊伍（物業管理）	信和管業優勢—藍灣半島
2008年最佳效率顧客服務（業務流程外包）	WHARF T&T OUTSOURCING SERVICES LIMITED
2008年最佳創意科技（客戶互動）	Eptica
2008年最佳創意科技（物業管理）	恒基兆業地產集團物業管理部
2008年最佳綜合支援隊伍（網絡供應商）	CPCNET HONG KONG LIMITED
2008年最佳綜合支援隊伍（物業管理）	港基物業管理有限公司—中環中心
2008年最佳委外服務隊伍（業務流程外包）	WHARF T&T OUTSOURCING SERVICES LIMITED

個人獎項類別

2008年傑出行政總裁	苗樂文, 海洋公園
2008年傑出顧客服務經理（客戶聯絡中心 - 娛樂業）	陳嘉麗, 香港賽馬會
2008年傑出顧客服務經理（客戶聯絡中心 - 委外服務業）	李淑儀, WHARF T&T OUTSOURCING SERVICES LIMITED
2008年傑出顧客服務經理（客戶聯絡中心 - 辦公室用品業）	黃淑文, 利來客
2008年傑出顧客服務經理（顧客服務中心 - 零售服務業）	蘇瑩娟, 實惠傢居廣場
2008年傑出顧客服務組長（客戶聯絡中心 - 娛樂業）	雷慧詩, 香港賽馬會
2008年傑出顧客服務組長（客戶聯絡中心 - 網絡供應商）	孫吉明, 北京思博展科科技有限公司
2008年傑出顧客服務組長（客戶聯絡中心 - 公共服務業）	陳舜華, 香港電燈有限公司
2008年傑出顧客服務組長（客戶聯絡中心 - 電訊業）	單道和, 新世界電訊有限公司
2008年傑出顧客服務組長（顧客服務中心 - 零售服務業）	黎超然, 實惠傢居廣場
2008年傑出顧客服務專業人員（客戶聯絡中心 - 娛樂業）	江家強, 香港賽馬會
2008年傑出顧客服務專業人員（客戶聯絡中心 - 辦公室用品業）	陳潔芳, 利來客
2008年傑出顧客服務專業人員（客戶聯絡中心 - 公共服務業）	鍾學琳, 香港電燈有限公司
2008年傑出顧客服務專業人員（客戶聯絡中心 - 電訊業）	譚準娣, 新世界電訊有限公司
2008年傑出顧客服務專業人員（顧客服務中心 - 零售服務業）	康耀強, 實惠傢居廣場
優異獎—2008年傑出顧客服務組長（客戶聯絡中心）	劉綺琳, 九倉電訊有限公司
優異獎—2008年傑出顧客服務組長（客戶聯絡中心）	葉藹瑩, 香港賽馬會
優異獎—2008年傑出顧客服務組長（客戶聯絡中心）	盧暉榕, 香港賽馬會
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	陳敏姿, 香港電燈有限公司
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	鮑潔盈, 香港電燈有限公司
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	凌煥翹, 香港電燈有限公司
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	陳榮達, 九倉電訊有限公司
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	鄧彩虹, 新世界電訊有限公司
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	林月娥, 利來客
優異獎—2008年傑出顧客服務專業人員（客戶聯絡中心）	馮家輝, 香港賽馬會

獲獎公司亦受邀於2009年6月25 - 26日舉行的「傑出客戶關係管理及優質顧客服務標準亞太高峰會」中發表演講。這個高峰會是一個亞太區會議，讓區內的領導機構地展示其顧客服務和客戶關係管理的最佳個案、成功經驗、和技術等，並包括由客戶關係管理行業的權威人士和專家發表主題演講。

亞太傑出顧客關係服務獎選舉主辦機構

亞太顧客服務協會(APCSC) www.apcsc.com

亞太顧客服務協會成立的信念在於「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標準，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。

亞太顧客服務協會與國際教育伙伴與國際成員機構共同提供全球性認可的培訓證書課程，範圍包括顧客關係管理、客戶服務、熱線中心。所有證書課程均根據國際客戶服務標準。如有興趣認識亞太顧客服務協會，請到www.apcsc.com 網頁瀏覽。

優質顧客服務標準確性(CSQS)

優質顧客服務標準是由亞太顧客服務協會及香港大學研究員合作制定，亞太優質顧客服務標準委員會業界支持。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認可標準。

CSQS以全方位的優質顧客服務標準提昇企業的知識管理、機構研習及優質客戶關係服務。亞太顧客服務協會現正邀請各大機構加入優質顧客服務標準委員會，齊心為CSQS 標準的發展作出貢獻。透過CSQS 委員會的評審，優質顧客服務標準受惠於以業界實踐為基礎及用者導向的最佳守則標準，讓更多服務業機構作為參考，從而系統化及效率性地管理和改善顧客服務供應鏈，透過提供準確及迅速的優質服務回應顧客的要求和期望。

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有關新聞採訪、傑出顧客關係服務（CRE）及優質顧客服務標準（CSQS）亞太高峰會，以及亞太傑出顧客關係服務獎選舉的推廣支持及贊助，卓越客戶關係管理和優質顧客服務標準亞太高峰會，請致電(852) 2174 1428 與劉小姐聯絡，或透過電郵至 [enquiry@apcsc.com](mailto:enquiry@apcsc.com)

**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2008 Customer Relationship Excellence Award  
~ The Most Important Asia Pacific Award of its Kind ~**

Hong Kong, China – June 26th, 2009 – At the *2009 Asia Pacific CRE Awards Dinner Ceremony*, **Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Winners** for the *2008 Customer Relationship Excellence Awards (CRE Awards)*. They are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the Customer Service Quality Standard (CSQS), public webvoting and a final round of judging by a panel of customer relationship excellence experts.

The goal of the CRE Awards is to promote service quality and Customer Relationship Excellence 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.

**Mr. Jason Chu, Chairman of APCSC** said, “In the heart of the financial crisis, many businesses and consumers have lost their confidence and directions for the future. Greater uncertainties appear and defy traditional wisdom, financial rules and forecasts. Leadership, integrity and character on the top across public, financial, government, and businesses world wide are put under more rigorous scrutiny, challenged by voices of their consumers and citizens, and revolted by the very fundamental rule of risk management since the beginning of the global crisis.

Customer Relationship Excellence Leadership embraces customers to create win-win-win for the organization, employees and customers. The CRE Leaders are ready to accept new challenges and anticipate crisis to turn them into opportunities and reinvent competitive advantages because they have developed the discipline to always take customer complaint as a gift to improve their products and services and further more, as an opportunity to strengthen customer loyalty.

Mr. Chu further expressed, “Underlying the CRE Leadership is a strong management determination and solid foundation of customer service quality standard (CSQS) that ensure an alignment of customer-first corporate vision, mission, value and customer service pledges for effective execution and pursuit of Customer Relationship Excellence, creating a CRE culture and standardization for the daily operation and business decisions. Clear vertical and horizontal communications internal and external are centralized and disseminated through a robust and up-to-date customer service knowledge management (CSKM) multimedia communication portal.”

Mr. Chu concluded, “Tonight, you are the CRE Leaders who represent the CRE Leadership Community and set the standards for your respective industry. When most businesses are still finding directions out of the global financial crisis, you are being recognized with your outstanding team work, service innovation, and pursuit of excellence. It is especially encouraging that you remained focused and determined to take part in the CRE Awards assessment and benchmarking to better yourselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of you Customer Relationship Excellence Awards winners!”

**Mr. Stephen Ho, Chief Executive Officer of CPCNet** said, “We are honored to receive 2 CRE Awards, ‘People Development Program of the Year (Internet Service Provider)’ and ‘Integrated Support Team of the Year (Internet Service Provider)’, from APCSC this year. These achievements are definitely a strong recognition of our continual pursuit in offering the highest level of service quality. To deliver the best-in-class services to our customers, special emphasis has been put on our customers’ total experience on our products and services. A set of metrics has been developed to evaluate the whole service process and improve our service level, including efficient order processing, reliable product performances, as well as prompt customer services support. We are proud that our strategies are recognized. Looking ahead, as a leading communications and security solution partner, we will continue our effort to Strive for Service Excellence.”

**Mr. Xiao Zhi Yong, Director of Customer Services Center of China Unionpay** said, “It’s a great honor for us to achieve Customer Relationship Excellence under Contact Center, People Development Program and Best Use of Knowledge Management of the Year in bank card industry. Adhering to the objective ‘Most considerate,

best quality. Surpass expectation. Strive to be a first-class domestic bankcard customer contact center', we have endeavored to grow to be a vital paradigm of excellent Unionpay service and image, as well as an important marketing channel to promote our brand popularity. Meanwhile, stick to the 'people-oriented' management model, we provide satisfactory service to our customers with satisfied staff, helping our staff to obtain improvement and realize their value in the work."

**Mr. Sunny Yeung, Executive Director of Sino Group** said, "Sino Property Services is most encouraged by the receipt of the prestigious CRE awards this year (People Development Program of the Year and Field Support Team of the Year – Island Resort). It is a testimony of our continuous commitment to consistently exceeding our customers' expectations. We attribute our ability to winning our customers' support to our team's determination in constantly improving our hardwares, softwares and peoplewares throughout the areas of estates management, security, parking, cleaning, maintenance and premium lifestyle services. The synergy is underpinned by our Company's core value, which comprise integrity, customer first, teamwork, continuous improvement, preparedness and sense of urgency."

**Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group** said, "Henderson Land Group Property Management Department – Well Born Real Estate Management and Hang Yick Properties Management are honored to be awarded Innovative Technology of the Year and Best Use of Knowledge Management of the Year presented by the Asia Pacific Customer Service Consortium. The achievement has fully manifested our continuous commitment to strive for excellence in premium customer services standard. It is a solid proof of customer's recognition to our sophisticated and professional property management services. The award has driven us to pursue quality services and higher standard."

**Mr. Duncan Wong, Director and General Manager of WTTO** said, "Since the establishment in 2007, Wharf T&T Outsourcing Services Limited is keen to develop long term relationship with customers and sees them as our close business partners, at all level. It is very encouraging that we receive 3 awards, namely Outsourcing Team of the Year, High Speed Customer Service of the Year, and Customer Service Manager of the Year (Call Centre) from APCSC this year as it proves that our endeavour and expertise in our BPO services are well received. Nevertheless, our commitment to service excellence is a never ending pursuit."

**Mr. S.S. Yuen, Director of Operations of The Hongkong Electric Co., Ltd.** said, "We are most delighted to be named the 'Public Service of the Year' and to receive the five Awards under the individual categories of the 2008 CRE Awards scheme. These awards are encouraging recognitions of our excellent services to customers and the outstanding performance of our frontline team. HK Electric will continue serving Hong Kong and our customers the way we have always been – consistent, committed, with a caring spirit and always striving for continuous improvement to achieve total customer satisfaction."

**Mr. Olivier Njamfa, CEO and President of Eptica SA** said, "Eptica is delighted to win the prestigious APCSC CRE 'Most Innovative Technology' Award. As a new entrant to the awards, we were impressed with the rigour at which the APCSC evaluated our technology and our business. Eptica's multi-channel customer service software increases business efficiency and revenue performance through its unique ability to self-learn from every interaction how best to answer a customer enquiry. Available on-premise or SaaS, Eptica enables organizations to deliver fast, accurate and consistent responses through all channels including online service, email, phone, fax, letter and SMS. We are very excited at working with organisations in Asia to enable them to deliver excellent customer service at much lower cost."

**Mr. Alkin Kwong, Vice Chairman & Chief Executive of Hong Yip Service Co., Ltd (Hong Yip)** said, "It is the honour of Hong Yip to be the winner again presented by the Asia Pacific Customer Service Consortium with this distinguished trophy titled 'Customer Loyalty Program of the Year 2008'. Thanks to our outstanding team members, this award has fully manifested our competitive edges over other contenders with respect to our dedicated customer relationship management and exquisite customer services. With over 40 years of solid property and facility management experience in Hong Kong, Hong Yip created a series of the most prestigious value-added services as well as ultimate professional support such as cleaning, security, landscaping, repair & maintenance, surveillance system, engineering consultancy and real estate agency etc, to enable residents to enjoy a comfortable living environment and enhance customer relationship."

**Mr. Chen Guo Cong, General Manager of CIBONet** said, "It is our honor to receive 3 CRE Awards this year, namely 'Contact Centre of the Year (Internet Service Provider)', 'Field Support Team of the Year (Internet Service Provider)', and 'Customer Service Team Leader of the Year (Internet Service Provider)' presented by

APCSC. It is our long-term commitment to treat customer service as our top priority and to continually strive for service excellence. The outstanding achievements not only serve as a proof of our high service quality and excellent customer relationship, but also a great encouragement motivating us to do our utmost to attain even better performance. Moving forward, we will continue working towards our mission on, as well as shouldering our commitment to offering our customers with the best service quality.”

**Mr. Dicto Leung, General Manager of Goodwell Property Management Limited** said, “It is with great honor to receive the ‘Best Customer Experience Management of the Year’ in the CRE Awards for the second consecutive year. This honor has boosted our confidence and we will keep up with our commitment to providing customized and caring services to all our customers. It is always our pleasure to serve the customers with our heart so that they can fully enjoy their investment rewards. We never stop in our pursuit of excellence. By thinking ahead of our customers in foreseeing their needs, we set our mind in unveiling a new era in the field of property management.”

**Mr. H.K. Jim, General Manager, Citybase Property Management Ltd.** said, “Provision of comprehensive and quality services for the customers is the mission of Citybase Property Management Limited and we strive for providing a world-class business and living environment for our clients. We understand the importance of mutual communication and customers’ opinion for continuous improvement. The Center, a Grade A commercial Building on the Hong Kong Island managed by Citybase is equipped with a professional and excellent management team. With the implementation of “Integrated Management System”, an excellent one-stop services is provided to our customers. It is our honor to receive the “Integrated Support Team of The Year” Award from the Asia Pacific Customer Service Consortium. In the future, we will continue to strive for better service in the pursuit of excellence.”

**Mr. Patrick Poon, Chairman of the operation committee of CPIC Life Co., Ltd.** said, “Endowed with the core value of commitment to business integrity in pursuit of steady growth and performance excellence, CPICLife, following the operation strategy of sustainable value increase, has been implementing the operation target of escalating management to the superior level and extending service to the grass-root. Based upon such basis, China Pacific Life has provided clients with custom-tailored and specialized insurance service. With euphoria and alacrity brimming in my heart, I was initiated with the glad tidings that China Pacific Life had won CRE Awards for the third time in a row. The award not only testifies to the public acknowledgement of client-oriented service philosophy of our company, but also vindicates the public approval of the exertion and commitment contributed by the whole service group of China Pacific Life, and even serves as an incentive and appreciation for the service brand of the company! Since the demands from clients are constantly increasing, and the high-quality service sees no ending, the development path ahead shall be the one of extending ourselves to the successful point, and challenging the better inexorably. For this, we shall scrupulously abide by the axiom of making commitment with heart and holding responsibility with love so as to contribute to the society and serve for the public.”

**Dr B Y Lee, Director of the Hong Kong Observatory** said, “It is the honour of the Hong Kong Observatory to be recognized and awarded customer relationship excellence under the category of Public Service of the Year (Government). Care about the community and colleagues is one of the Observatory’s core values. We strongly believe that good customer relationship is achieved through compassionately understanding the needs of the end users. We are fortunate to have a team of committed colleagues who are sensitive to the changing societal environment and are eager to make a difference. I would like to thank APCSC for providing an excellent platform for sharing of experience in customer satisfaction.”

**The recipient of this year's CEO of the Year 2008, Mr Tom Mehrmann, Chief Executive of Ocean Park** said, "Almost everybody in Hong Kong, from three year-old's to 83 year old's, can sing Ocean Park's theme 「去玩！去癲！嚟 Ocean Park！」 (Go play! Go wild! Go to Ocean Park!) This is what drives the people of Ocean Park to give guests the most immersive, experiences and memories. Coming to Ocean Park is like setting foot in another world - of lush greenery surrounded by the majestic South China Sea; and a world of amazing animals. Then, as a complete contrast, we also have gravity-defying thrill rides, and our five annual events, with Halloween Bash being one of the most renowned! While we are a not-for-profit organisation, we have seen five successive years of record -breaking attendance, revenue and surplus. We are ranked by an international authority as the No 15 theme park of the world. This tells us we are giving what our guests want, and I thank all our guests and business partners who have supported us. Additionally, a big thank you to all the Ocean Park staff is in order. To me, the CEO of The Year 2008 award is a recognition of the team effort from everyone at Ocean Park."

**Dr. Norman Wai, Managing Director, New World Telecommunications Limited** said, “It is our honour to receive the CRE Awards for 6 consecutive years. The outstanding achievement recognizes our dedicated effort in customer service. Being a customer-focused company, we will continue to enhance our customer service quality to meet customers’ communication needs.”

**Mr. Terence Wee, Managing Director of Lyreco** said, “Thank you APCSC. It is indeed an honour to be awarded the Customer Relationship Excellence Awards for the third time. Especially so this time as we win 3 awards for Customer Service Manager of the Year (Winner) and Customer Service Professional of the Year (Winner and Merit). This clearly demonstrates Lyreco’s service commitment to our customers and our values; Excellence, Respect, Professionalism and Passion. Being one of the top worldwide distributors of office supplies, we envision to be THE reference in office supplies solution and we want to do so by providing a service that makes a difference. Having the right people to do the right job effectively does make the difference, and winning these awards is a testament to the Lyreco team. I take this opportunity to thank the Lyreco CS team and all employees. With YOU, the company is where we are today.”

**Mr. James Leung, Deputy CEO of Pricerite Stores Ltd.** said, “We are very honoured to be awarded with the Customer Relationship Excellence Awards for four consecutive years as bestowed by the Asia Pacific Customer Service Consortium. With our service philosophy always in mind --- People-oriented and customers come first, Pricerite has been offering our customers with value-for-money furniture and home products, and at the same time, professional customer service. The award is not only bestowed on our frontline professionals for their quality service, but also a kind of recognition on our ceaseless effort in staff training and development. We will keep up with our good work and strive for more service excellence, in order to maintain our leadership in the home improvement market.”

The 2008 CRE Awards winners for different categories are:-

### **Corporate Categories**

- People Development Program of the Year 2008**  
SINO PROPERTY SERVICES
- People Development Program of the Year 2008 (Bank Card)**  
CUSTOMER SERVICES CENTER OF CHINA UNIONPAY
- People Development Program of the Year 2008 (Internet Service Provider)**  
CPCNET HONG KONG LIMITED
- Public Service of the Year 2008 (Government)**  
HONG KONG OBSERVATORY
- Public Service of the Year 2008 (Public Utility)**  
THE HONGKONG ELECTRIC CO., LTD.
- Best Customer Experience Management of the Year 2008 (Property Management)**  
GOODWELL PROPERTY MANAGEMENT LIMITED – ONE BEACON HILL
- Best Use of Knowledge Management of the Year 2008 (Bank Card)**  
CUSTOMER SERVICES CENTER OF CHINA UNIONPAY
- Best Use of Knowledge Management of the Year 2008 (Property Management)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT
- Contact Center of the Year 2008 (Bank Card)**  
CUSTOMER SERVICES CENTER OF CHINA UNIONPAY
- Contact Center of the Year 2008 (Internet Service Provider)**  
CIBONET COMPANY LIMITED
- Customer Service Center of the Year 2008 (Insurance)**  
CHINA PACIFIC LIFE INSURANCE CO., LTD. NINGBO BRANCH
- Customer Loyalty Program of the Year 2008 (Property Management)**  
HONG YIP SERVICE COMPANY LIMITED
- Field Support Team of the Year 2008 (Internet Service Provider)**  
CIBONET COMPANY LIMITED
- Field Support Team of the Year 2008 (Property Management)**  
SINO PROPERTY SERVICES - ISLAND RESORT
- High Speed Customer Service of the Year 2008 (BPO)**  
WHARF T&T OUTSOURCING SERVICES LIMITED
- Innovative Technology of the Year 2008 (Customer Interaction)**  
EPTICA
- Innovative Technology of the Year 2008 (Property Management)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT
- Integrated Support Team of the Year 2008 (Internet Service Provider)**  
CPCNET HONG KONG LIMITED
- Integrated Support Team of the Year 2008 (Property Management)**  
CITYBASE PROPERTY MANAGEMENT LTD – THE CENTER
- Outsourcing Team of the Year 2008 (BPO)**  
WHARF T&T OUTSOURCING SERVICES LIMITED

### **Individual Categories**

- CEO of the Year 2008**  
TOM MEHRMANN, OCEAN PARK
- Customer Service Manager of the Year 2008 (Entertainment - Contact Center)**  
KYLIE CHAN KA LAI, THE HONG KONG JOCKEY CLUB
- Customer Service Manager of the Year 2008 (Outsourcing Service - Contact Center)**  
SUKY LI SHU YI, WHARF T&T OUTSOURCING SERVICES LIMITED
- Customer Service Manager of the Year 2008 (Office Supplies - Contact Center)**  
SDANLIA WONG SHUK MAN, LYRECO
- Customer Service Manager of the Year 2008 (Retail Service - Service Center)**  
SO YING KUEN, PRICERITE STORES LIMITED
- Customer Service Team Leader of the year 2008 (Entertainment - Contact Center)**  
JENNY LUI WAI SZE, THE HONG KONG JOCKEY CLUB
- Customer Service Team Leader of the year 2008 (Internet Service Provider - Contact Center)**  
JIMMY SUM JI MING, CIBONET COMPANY LIMITED
- Customer Service Team Leader of the year 2008 (Public Service - Contact Center)**  
RACHEL CHAN SHUN WA, THE HONGKONG ELECTRIC CO., LTD.

- Customer Service Team Leader of the year 2008 (Telecommunication - Contact Center)**  
KEVIN SHIN TAO WO, NEW WORLD TELECOMMUNICATIONS LIMITED
- Customer Service Team Leader of the year 2008 (Retail Service - Service Center)**  
THOMAS LAI CHIU YIN, PRICERITE STORES LIMITED
- Customer Service Professional of the year 2008 (Entertainment - Contact Center)**  
RICHARD KONG KA KEUNG, THE HONG KONG JOCKEY CLUB
- Customer Service Professional of the year 2008 (Office Supplies - Contact Center)**  
KIRSTY CHAN KIT FONG, LYRECO
- Customer Service Professional of the year 2008 (Public Service - Contact Center)**  
HAYES CHUNG HOK LAM, THE HONGKONG ELECTRIC CO., LTD.
- Customer Service Professional of the year 2008 (Telecommunications - Contact Center)**  
JUNE TAM CHUN TAI, NEW WORLD TELECOMMUNICATIONS LIMITED
- Customer Service Professional of the year 2008 (Retail Service - Service Center)**  
ANDY HONG YIU KEUNG, PRICERITE STORES LIMITED
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**  
LUKE LIU QI LIN, WHARF T&T LIMITED
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**  
PANSY IP OI YING, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Team Leader of the Year 2008 (Contact Center)**  
FICUS LO FAI YUNG, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
CHAN MAN CHI, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
KITTY PAU KIT YING, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
CECILIA LING WOON KIU, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
KING CHEN RONG DA, WHARF T&T LIMITED
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
CINDY TANG CHOI HUNG, NEW WORLD TELECOMMUNICATIONS LIMITED
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
FANNY LAM YUET NGOR, LYRECO
- Merit - Customer Service Professional of the Year 2008 (Contact Center)**  
RICKY FUNG KA FAI, THE HONG KONG JOCKEY CLUB

Past CRE Awards winners, market leaders are invited to speak at the APCSC CRE & CSQS Leadership Summit with CEO Luncheon Forum on June 25-26, 2009. The Leadership Summit is an International Conference for leading companies to exhibit and showcase CRE, CSQS, KM and CRM best practices, business cases keynote by industry authorities and CEO from the Customer Relationship Excellence Leadership Community.

### **Asia Pacific CRE Awards Organizer:**

#### **Asia Pacific Customer Service Consortium ([www.apcsc.com](http://www.apcsc.com))**

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of *“Customer Relationship Excellence 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 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 CRM, Customer Service, Contact Center with global education partners and international membership organizations to set World-Wide Standards.

#### **About Customer Service Quality Standard (CSQS)**

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to contact centres and customer service organizations that excel in customer relationship excellence. 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 directions for transforming an organization into a customer-centric unit.

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For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com