



**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2010 Customer Relationship Excellence Awards  
~ The Most Important Asia Pacific Awards of its Kind ~**

Hong Kong, China – June 9th, 2011 – At the *2011 Asia Pacific CRE Awards Dinner Ceremony*, Asia Pacific Customer Service Consortium (APCSC) has announced the list of **Winners** for the *2010 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 governments, 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, “Customer Relationship Excellence (CRE) Leadership is the way forward! Asia Pacific maintains her high growth among the global economy and attracts continuous investments from both local and multinational firms around the world. Worldwide top institutions and brands recognize the importance in developing a stronger presence in Asia Pacific and expanding their share of the market, talents, distribution network and funding with new headquarters, flagship centers and public listing in order to rejuvenate and rebrand an Asia Pacific service icon. The Asia Pacific CRE Awards focuses on differentiating and recognizing CRE Leaders who have strong commitments to CRE corporate values. They are keen to achieve the highest service standards of CSQS and quick to adopt latest best practices so as to invigorate and integrate internally across departments and city boundaries as well as externally with the social and environmental sphere to create a sustainable and smart growth for Asia Pacific and the global economy.”

**Mr. Chu** further emphasized, “CRE Leadership is the way forward! With growing concerns of inflation, natural disasters, resources shortage and environmental pollution, CRE Leaders have adopted new corporate policies and strategies on corporate social responsibility, environmental, energy saving, health and safety so as to contribute to greater causes beyond the traditional stakeholders. While change is constant, crisis has become common occurrences with one after another. CRE Leaders will strive to lead with new dimensions of leadership commitment, anticipate and manage crises, develop human capital, innovate and customize solutions in order to exceed industry standards and market expectation, to promote advancement and collaboration with the business, society, and environment to create greater rewards in the new era to their customers, society, and the world.”

**Mr. Chu** concluded, “CRE Leadership is the way forward! Tonight, we celebrate together as the CRE Leadership Community for our 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. S.S. Yuen, Director of Operations of The Hongkong Electric Co., Ltd.** said, “We are greatly honored to receive the ‘Customer Relationship Excellence - Outstanding Achievement’ Award - the highest achievement of the 2010 CRE Awards; the ‘Contact Center of the Year’, ‘Customer Service Center of the Year’ and ‘Public Service of the Year’ corporate awards; and five other awards in the Individual Category. The awards are great encouragement to us. They recognize our persistent efforts in delivering customer-focused, service-oriented and caring services for our customers over the years. Customer expectation on electricity supply services is ever increasing. To maintain our leading position, we will continuously improve our operations and provide caring services to our customers with professionalism, courtesy and sincerity.”

**Mr. Fan Hu Min, General Manager of Customer Service Center I of China Mobile Shandong (CMSD)** said, “We are very honored to receive four corporate CRE Awards, including “Contact Center of the Year”, “Best Customer Experience Management of the Year”, “High Speed Customer Service of the Year” and “Best Use of Technology of the Year”, and three individual awards for “Customer Service Manager of the Year”, “Customer Service Team Leader of the Year” and “Customer Service Professional of the Year”. These awards achieved further manifest our constant efforts to pursue customer service excellence. Over the years we have been adhering to the “Customer-Centric, Service-Oriented” service concept. With continual promotion of corporate culture, innovations and improvements in service and the pursuit of excellent customer service system based on the customer value, we have been maintaining our leading position in communication industry. The achievements of these awards witness the integration between our excellent customer service

quality and the world-class service level. Here we would like to thank Asia Pacific Customer Service Consortium (APCSC) for providing a platform for us to share valuable experiences with organizations from different industries. We also express our heartfelt thanks to the world-class authoritative judging panel for the recognition for our work. This is a great encouragement to motivate us to attain even better performance. We will continue to stick to the “Customer First” service principle, proceed with our pursuit of excellence in customer service and make due contributions to promote the development of the world-class level in customer service.”

**Dr. Kuo-yen Wei, Chairperson, Research, Development and Evaluation Committee of Taipei City Government** said, “On behalf of the Taipei City Government, I would like to express my utmost appreciation to the Asia Pacific Customer Service Consortium (APCSC) for awarding the 1999 Citizen Hotline in recognition of our effort in achieving customer relationship excellence. I would also like to thank the Taipei City Government employees and private sector partners of the 1999 Citizen Hotline. Without their devotion and contribution, we could not have won this award. We believe that there is no perfection in public service. For the welfare of all residents in Taipei, the improvement of our service will keep going on.”

**Dr. Jacob Kam, Operations Director of MTR Corporation** said, "We are delighted to receive the CRE Award for the corporate category 'Customer Satisfaction Quality System of the Year (Public Transport)'. This Award recognises the accomplishments, effort and dedication of MTR staff at all levels, in particular our colleagues on the frontline, in providing excellent service. Leveraging on our 'Voice of the Customer' initiative, we are focused on enhancing the customer experience through translating the feedback we receive from customers into action with visible results. 'Excellent Service' is a core value of the MTR Corporation and everyone in the company is focused on providing safe, efficient and caring service valued by customers."

**Mr. Yi-Ching Chen, CEO of the Department of Customer Service of Chunghwa Telecom Co., Ltd.** said, “Since Chunghwa Telecom participated and was honored with four categories of awards, including “Contact Center of the Year” in the “Customer Relationship Excellence Awards” organized by the Asia Pacific Customer Service Consortium last year, it has been further awarded with the two honors of “Customer Satisfaction Quality System of the Year” and “Best Use of Knowledge Management of the Year” in 2010, which demonstrates our company’s constant endeavors and determination towards enhancing service quality and offering stable quality services. Chunghwa Telecom has always strived towards the managing principles of “Dedication in the Telecom Industry, Emphasizing Professionalism, Enhancing Efficiency and Inspiring Service”. As for customer service, it has emphasized the commitments of “3Q: Quality, Quickly and Emotional Quotient”, so as to advance towards the goal of becoming a world-class contact center with best-in-class customer service. I would like to hereby thank the Asia Pacific Customer Service Consortium for its contribution towards the long-term promotion of the value of CSQS (Customer Service Quality Standard), and hope that we will be able to continue to enhance our customer service quality through this learning and sharing platform, so as to develop more outstanding customer relationships, and advance towards the vision of becoming the “most valuable and most reliable information, communication and telecommunication company.”

**Mr. Liu Jian, Operations Center Manager of China Telecom Zhejiang Branch 10000** said, “I’m very happy to receive the 2011 Asia-pacific Outstanding Customer Relations Service Award. Zhejiang 10000 Taizhou Region Center adhering to the "pursuit of high quality services, create harmonious team" vision, the "bridge communication with heart" team mission, encouraging staff to form "listen with heart, speak with the attitude, infection with happy, create with wisdom" values, implementing “standardization of operations, institutional management”, providing quality customer service in the same time always been committed to enhancing the end-user satisfaction, to create "high efficiency, high capacity, high standards" happy team. The award is recognition of our long-term efforts, but also to certainty of service capability and level to the whole team, we feel honored! The future, we will be "Customer Relationship Excellence Award" comprehensive customer relationship management standards to promote a deeper, broader and better customer service.”

**Ms. Mary Huen, Country Head, Consumer Banking, Hong Kong of Standard Chartered Bank (Hong Kong) Limited** said, “We are honored and privileged to receive the “Customer Relationship Excellence” award, presented by the “Asia Pacific Customer Service Consortium”, for the second consecutive year. What makes us especially proud is that two of our bank executives are being concurrently honored as “CRM Director of the Year” and “CRM Manager of the Year”. Being a customer-focused bank, we strive to continually enhance our services to exceed customers’ expectations. Our aim is to provide fast, friendly and accurate service whilst delivering holistic solutions to meet our customers’ financial needs. By focusing on building a long-term relationship with them, we believe this will lead to our customers recommending Standard Chartered Bank to their friends and colleagues. We thank APCSC for this great recognition of our leadership position in the Hong Kong banking industry.”

**Mr Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTb)** said, “We are greatly honoured to receive the prestigious Customer Relationship Excellence Awards for the first time. The two individual awards to our staff, at both the Contact Centre and Service Centre, underline our commitment to offering top-class services during not only face-to-face, but also other interactions, with visitors. With the rapid advancement in technology, especially the Internet, customers today are given more communications options. We will certainly continue our effort to provide visitors with timely and useful information and assistance at all our points of contact, upholding Hong Kong’s reputation as a hospitable and world-class destination.”

**Mr. Suen Kwok Lam, MH, Executive Director of Henderson Land Group** said, “Henderson Land Group Property Management Department – Well Born Real Estate Management and Hang Yick Properties Management are honoured to be awarded ‘Customer Loyalty Program of the Year’ and ‘Corporate Health and Safety Achievement 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 property management services. It is not only served as a proof of customer’s recognition, but also a great encouragement to motivate us to attain even better performance.”

**Mr. Chee Yaw Chek, General Manager of DHL Express Taiwan** said, “DHL Express Taiwan is very honored to receive five 2010 Asia Pacific Customer Relationship Excellence Awards including 2 corporate awards and 3 individual awards. The corporate award received on Customer Service Center of the Year is a testament to DHL's commitment to service excellence. Three individual awards also demonstrate our superior and professional customer service through a large investment in staff training and development. Winning the Best Use of Technology of the Year particularly recognizes DHL's effort in deploying technologies to enhance service quality. Our core value is to deliver excellence and simplify our customers’ supply chains. DHL has been providing market leading express services in Taiwan over 38 years and will endeavor to help customers to be successful.”

**Mr. Patrick Sit, General Manager of Portfolio Leasing Department, Henderson Land Group, and Director of Goodwill Management Limited** said, “Goodwill Management Limited, a section of Portfolio Leasing Department, is honored to receive the prestigious Customer Relationship Excellence Awards under the corporate category of Corporate Environmental & Social Leadership of the Year (Property Management), High Speed Customer Service of the Year (Property Management) and Integrated Support Team of the Year (Merit). The awards represent recognition of our effort in delivering premium service and maintaining good rapport with our customers as well as a drive for our staff to further render up-market service. Since continuous improvement is one of the keys to success, Goodwill Management Limited shall keep on providing quality property management services with a view to becoming the role-model in the market.”

**Mr. Alkin Kwong, Vice Chairman & Chief Executive of Hong Yip Holdings Limited** said, “Hong Yip Service Co Ltd and its associate property management company Royal Elite Service Co Ltd achieved Consumer Relationship Marketing Service of the Year and Customer Satisfaction Quality System of the Year respectively. It is our great honor to receive the Customer Relationship Excellence Award for seven consecutive years from the APCSC. The CRE award is proof of our determination on corporate mission “To deliver premier service with ultimate courtesy, managing every property to the highest standard of quality”. Employees are our most valued asset. We will continue to place significant emphasis on staff training and personal development through multi-disciplinary trainings, excellent career prospects and remunerations to excel our team’s professional standards with a view to delivering eminent service to our customers.”

**Ms. Shirley Tang, General Manager of Property & Facility Management of Hopewell Real Estate Agency Ltd.** said, “We are honored to receive the Customer Relationship Excellence (CRE) Awards, including Integrated Support Team of the Year for Hopewell Centre, and Field Support Team of the Year for Broadwood Twelve. The recognition of these Awards, together with the nearly 100% compliance of our Service Pledges and ongoing customer appreciation, reflect our commitment to providing quality and professional property and facility management services. With senior management’s strong support and the dedication of our customer service teams of Hopewell Centre and Broadwood Twelve, we will continue to enhance management efficiency and our services. We would also like to express our appreciation to the Asia Pacific Customer Service Consortium for presenting these Awards to us, as well as all of our customers who have given us valuable feedback in the past year and voted for us. Customer support has been most encouraging to our teams of customer relations professionals.”

**Mr. Wu Dongming, Managing Director of DHL-Sinotrans** said, “It’s our honor to receive ‘Contact Center of the Year’ and the other three of individual awards for the second consecutive year. This is a tremendous encouragement and recognition of our dedicated efforts in providing high-quality service through upgrading more advanced technologies, successful Customer Voice Re-focus program and providing more customized service solutions in the past year. At DHL-Sinotrans, we view customer service as a key differentiator and has invested in each customer touch point. The awards will motivate us to offer best-of-class service and become our customers’ First Choice.”

**Ms Justina Chiu, Deputy CEO of Fortune REIT** said, “As a new entrant to the Customer Relationship Excellence Awards, it is our honour to be awarded “Best use of Knowledge Management of the Year (Property Management)” and “Customer Service Centre of the Year-Merit”. These awards are encouraging recognitions of our commitment in delivering excellent service to our customers through our professional customer service team and the development of our knowledge management system. Going forward, we pledge to continue to deliver excellent property management in our private housing estate retail portfolio, and to harmonize with the neighbourhood community, making our malls feel like their home.”

**Mr. Ken Lee, Managing Director, DHL Express Hong Kong** said, “As the world’s leading logistics and express company, DHL is always committed to be our customers’ First Choice by offering them excellent customer service. We are honored to be recognized by APCSC in this year’s CRE Awards as the Contact Center of the Year (under 200 seats), and at the same time clinching three individual awards. DHL is proud to claim that we are the “International Specialist” who is

determined to facilitate our customers' businesses with our international network that comprised of over 220 countries and territories, as well as strong access to local knowledge. And of course our success would have been impossible without the dedication of our staff that is the key to our award-winning service. We will strive to achieve even greater targets, and will undoubtedly continue leading the industry in the future."

**Dr. Wilson Ip, Chairman of Bonjour Cosmetic Wholesale Centre Ltd.** said, "Being the first Beauty and Cosmetics company to be awarded for "Best Customer Experience of the Year (Retail)" and "CRM Manager of the Year (Retail)", we are honored to transform this as a motivation to pursue sustainable premium customer service. To achieve this, we will continue to conduct comprehensive training classes and performance management. As a leading company in Cosmetics industry, we strive for long term commitment and persistent improvement to ensure CSQS to maintain high professionalism."

**Mr. H.K. Jim, General Manager, Citybase Property Management Ltd** said, "With the mission of providing customer-oriented quality services, Citybase Property Management Ltd exercises our best endeavour to provide a world-class business and living environment and even to exceed customers' expectations at all times. It is our honour to be recognized and awarded excellent customer service for 4 consecutive years, while be presented by Customer Relationship Excellence Award under the category "People Development Program of the Year (Property Management)" by APCSC. The Center, a Grade A commercial building on the Hong Kong Island managed by Citybase is supported by a comprehensive and professional management team with the superior People Development Program. With the synergy of various professional supports such as maintenance, cleaning, security and landscaping, a supreme business environment as well as a harmony relationship with clients is successfully established."

**Ms. Mavis Wong, Acting CEO of Prosperity REIT** said, "It is our great honor to receive the Corporate Service Team of the Year 2010 (Property Management), in particular, this is the first time Prosperity REIT registers in the campaign. The award is an encouraging recognition of our relentless effort not only to provide the high quality of services our customers expect from us, but also to surpass their expectation with extra care and dedication. This extra mile is worthwhile as a strong relationship is notably built between our customers and our working team. This personal touch and cohesion make our properties a desirable place to do business and work in. The achievement of this award is also a strong motivation for us to continue to strive for excellence in future."

**Ms. Kathy Zhang, Founder and Group Managing Director of Financial PR Pte Ltd and Aries Consulting Ltd** said, "Aries Consulting is very honored to receive the Customer Relationship Excellence Award 2010 - Customer Satisfaction Quality System of the Year (Public Relations). The award reflects our continuous dedicated efforts to provide customized Investor Relations and Public Relations services to our clients. And it comes at a time as we celebrated our 10th year anniversary. Currently, we are one of the largest Investor Relations agencies in Asia with approximately 70 clients listed in three key equity markets - Hong Kong, Singapore and Taipei. We have a team of more than 30 professionals from all walks of ethnic origins and backgrounds to provide professional and quality investor relations services to our clients. This award gives us more confidence and commitments to fulfill our vision for next decade -- To build a No.1 Asian Brand in equity consulting and marketing communications!"

**Mr. Xu Jinghui, Managing Director, General Manager of China Pacific Life Insurance Co., Ltd.** said, "I am glad to hear that Fujian Branch receives CRE Awards of the year 2011. I'm grateful for the recognition of our efforts on customer service by APCSC. Branches of CPIC LIFE have received the awards five consecutive times. It is an encouragement for our service team as well as service quality. CPIC LIFE has been firmly regarding Customer-Demand-Centric as the strategic target, and adhering to People-Oriented & Customer-Prioritized business philosophy. "We make commitment by heart and are responsible with love". The continuous growth of our company will be promoted and realized by our pragmatic endeavor and unremitting efforts."

**Ms. Gina Wong, Chief Executive Officer of Make The Right Call** said, "It is with great honor that we, Make The Right Call, has been awarded the Customer Relationship Excellence (CRE) Award for the Outsourcing Team of the Year (Contact Center) category by Asia Pacific Customer Service Consortium. It is no secret that our presence in Hong Kong is fairly new and to be awarded this prestigious status after what is only our first attempt as an entrant, not only strengthens our motivation but also cements our vision that what was once an objective is now a significant milestone. This award is the culmination of everything we have accomplished together as a team. It is without a doubt that after today, the challenge bar will be raised to a new level and we will look at it as a new objective. One that we envision to turn into another milestone. To APCSC, we thank you for taking the lead in establishing best practices in the Service industry. We look forward to working together with you and the others in constantly providing revolutionary solutions. Thank you."

**Mr. S. T. Chow, General Manager of Hopewell Property Management Co., Ltd.** said, "It is the first time that we join the Customer Relationship Excellence Awards and we are honoured to receive the CRE Awards 2011 under the corporate category of 'Outsourcing Team of the Year (Property Management)'. As property management involves a wide range of services, it is no doubt that our success is not just contributed by any single individual. With the joint efforts of management and all staff members, we endeavour to impress our customers by providing quality customer services. This award not only serves as recognition of the contribution by everyone in our team but also a great motivation for us to continue our efforts in service enhancement."

**Mr. Dicto Leung, General Manager of Goodwill Property Management Limited** said, “We are privileged and gratified to win the “Best Customer Experience Management of the Year” Award in the CRE Awards for the 4th consecutive year. The commendation is undoubtedly a testament to how our staff have collectively realized our organizational culture, i.e. being committed to the pursuit of excellence. With ever-changing customer expectation, we understand that the need for persistence of the virtues and the need for keeping our mind abreast of the times are equally important. At the same time we provide our staff with comprehensive training as well as favourable working conditions so that they can satisfy our valued customers by meeting or even exceeding their expectations with their heartfelt sincerity. We are grateful to the APCSC for this prestige recognition and to our Service Team at The Portofino for their outstanding work!”

**Dr. Kelvin Leung, Chief Executive Officer, DHL Global Forwarding, North Asia Pacific** said, “Sustainable success depends on relationships built on respect, trust and reliability which is why exceeding customer expectations is how we benchmark our performance. This award recognizes the exemplary work of every one of DHL Global Forwarding’s almost 6,000 employees in over 80 cities in North Asia Pacific, dedicated to developing loyal customers through exceptional customer service in fast growing and often, challenging, environments. It is an honor to receive this award. Quality and reliability are the only ways to satisfy our customers’ needs. Our customer satisfaction scores are over 95%, driven by First Choice initiatives such as interactive speech processing, which made enhanced dialogue between our customers and employees possible. These initiatives reflect our commitment to quality and reliability to our customers,”

**Mr. Jason Wong, Country Head of RHB Bank Berhad Singapore** said, “It is a great honour for me to receive the CEO of the Year award from the CRE Awards Committee. Business and service excellence is something that has been deeply embedded into our corporate culture. As we celebrate our 50th anniversary in Singapore this year, I am proud to see that RHB Bank Berhad Singapore has carved itself a strong position as an intimate and friendly bank in a highly competitive industry. We take pride in sharing close-knit, lasting relationships with our customers and will continue to meet and exceed their expectations through our wide repertoire of innovative products and services.”

**Mr. Eddie Ling, General Manager of Customer Services & Support of CITIC Telecom CPC** said, “We are very pleased and honored that two members of our CITIC Telecom CPC staff have won “Customer Service Professional of the Year (Technical Center) and “CRM Director of the Year (ICT)” this year. Winning CRE awards for four consecutive years is another one of our testaments on our long-term dedication in providing the best customer care in every aspect. As a trusted ICT solution partner in Asia Pacific, CITIC Telecom CPC pledges to deliver excellent services to customers through world-class technologies, best process and continuous people development. We are very encouraged with these two new CRE awards, which is recognition of service quality of our frontline professional and relationship management strategies, as well as a strong motivation for us to continuously deliver excellent service in future.”

**Mr. David Li, Vice President, Human Resources & Customer Services of New World Telecommunications Limited** said, “It is our honour to receive the CRE Awards for 8 consecutive years and have two colleagues awarded in the Customer Service Professional of the Year (Telecommunications - Contact Center) this year. The outstanding achievement recognizes of 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.”

**Ms. Rose Kwan, Health & Benefits Business Leader, Mercer Hong Kong** said, "We are extremely proud to receive two awards this year for Customer Service Manager of the year (Outsourcing Contact Centre) and Customer Service Professional of the Year (Outsourcing Contact Centre). Our two employees, Joan Yip and Anna Lee have shown the dedication and commitment to our customers. These awards are particularly encouraging given our call centres are relatively new. We welcome these awards as the first of many to come and will continue to strive for better service."

The 2010 CRE Awards winners for different categories are:

#### **Corporate Categories**

##### **Customer Relationship Excellence - Outstanding Achievement**

THE HONGKONG ELECTRIC CO., LTD.

##### **Corporate Health and Safety Achievement of the Year 2010 (Property Management)**

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

##### **Corporate Environmental & Social Leadership of the Year 2010 (Property Management)**

GOODWILL MANAGEMENT LIMITED

##### **Best Use of Knowledge Management of the Year 2010 (Government)**

TAIPEI CITY GOVERNMENT

##### **Best Use of Knowledge Management of the Year 2010 (Telecommunications)**

CHUNGHWA TELECOM CO., LTD.

##### **Best Use of Knowledge Management of the Year 2010 (Property Management)**

ARA ASSET MANAGEMENT (FORTUNE) LIMITED

##### **Customer Relationship Marketing Service of the Year 2010 (Property Management)**

HONG YIP SERVICE COMPANY LIMITED

**Customer Service Center of the Year 2010**  
CHINA PACIFIC LIFE INSURANCE CO., LTD. FUJIAN BRANCH

**Customer Service Center of the Year 2010 (Public Utility)**  
THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Center of the Year 2010 (Logistics)**  
DHL EXPRESS (TAIWAN) CORP.

**Customer Service Center of the Year 2010 (Telecommunications)**  
CHINA TELECOM ZHEJIANG 10000 TAIZHOU REGION CENTER

**Contact Center of the Year 2010 (Under 50 Seats)**  
THE HONGKONG ELECTRIC CO., LTD.

**Contact Center of the Year 2010 (Under 100 Seats)**  
TAIPEI CITY GOVERNMENT

**Contact Center of the Year 2010 (Under 200 Seats)**  
DHL EXPRESS HONG KONG

**Contact Center of the Year 2010 (Under 1000 Seats)**  
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Contact Center of the Year 2010 (Above 1000 Seats)**  
CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Outsourcing Team of the Year 2010 (Property Management)**  
HOPEWELL PROPERTY MANAGEMENT CO., LTD.

**Outsourcing Team of the Year 2010 (Contact Center)**  
MAKE THE RIGHT CALL

**Integrated Support Team of the Year 2010 (Property Management)**  
HOPEWELL REAL ESTATE AGENCY LIMITED – HOPEWELL CENTRE MANAGEMENT LIMITED

**Corporate Service Team of the Year 2010 (Property Management)**  
PROSPERITY REIT

**Public Service of the Year 2010 (Public Utility)**  
THE HONGKONG ELECTRIC CO., LTD.

**Customer Loyalty Program of the Year 2010 (Property Management)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

**Customer Satisfaction Quality System of the Year 2010 (Public Transport)**  
MTR CORPORATION LIMITED

**Customer Satisfaction Quality System of the Year 2010 (Telecommunications)**  
CHUNGHWA TELECOM CO., LTD.

**Customer Satisfaction Quality System of the Year 2010 (Property Management)**  
ROYAL ELITE SERVICE COMPANY LIMITED

**Customer Satisfaction Quality System of the Year 2010 (Public Relations)**  
ARIES CONSULTING LTD.

**Best Use of Technology of the Year 2010 (Logistics)**  
DHL EXPRESS (TAIWAN) CORP.

**Best Use of Technology of the Year 2010 (Telecommunications)**  
CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**People Development Program of the Year 2010 (Property Management)**  
CITYBASE PROPERTY MANAGEMENT LTD. – THE CENTER

**Best Customer Experience Management of the Year 2010 (Property Management)**  
GOODWELL PROPERTY MANAGEMENT LIMITED

**Best Customer Experience Management of the Year 2010 (Retail)**  
BONJOUR COSMETIC WHOLESALE CENTRE LIMITED

**Best Customer Experience Management of the Year 2010 (Telecommunications)**  
CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Field Support Team of the Year 2010 (Property Management)**  
HOPEWELL REAL ESTATE AGENCY LIMITED – BROADWOOD TWELVE MANAGEMENT LIMITED

**High Speed Customer Service of the Year 2010 (Government)**  
TAIPEI CITY GOVERNMENT

**High Speed Customer Service of the Year 2010 (Property Management)**  
GOODWILL MANAGEMENT LIMITED

**High Speed Customer Service of the Year 2010 (Telecommunications)**  
CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Merit – Customer Service Center of the Year 2010**  
ARA ASSET MANAGEMENT (FORTUNE) LIMITED

**Merit - Integrated Support Team of the Year 2010**  
GOODWILL MANAGEMENT LIMITED

#### **Individual Categories**

**CEO of the Year 2010 (Logistics)**  
KELVIN LEUNG KAI YUEN, DHL GLOBAL FORWARDING

**CEO of the Year 2010 (Banking)**  
JASON WONG HON LURN, RHB BANK BERHAD SINGAPORE

**CRM Director of the Year 2010 (Banking)**  
BASKER RANGACHARI, STANDARD CHARTERED BANK (HONG KONG) LIMITED

**CRM Director of the Year 2010 (ICT)**  
EDDIE LING SHING YAN, CITIC TELECOM INTERNATIONAL CPC LIMITED

**CRM Manager of the Year 2010 (Banking)**  
WILLIAM MAK WAI LIM, STANDARD CHARTERED BANK (HONG KONG) LIMITED

**CRM Manager of the Year 2010 (Retail)**  
SAMMIE CHAN SZE KA, BONJOUR COSMETIC WHOLESALE CENTRE LIMITED

**CRM Manager of the Year 2010 (Logistics)**  
HARRY WU KA LAI, DHL EXPRESS HONG KONG

**Customer Service Manager of the Year 2010 (Entertainment – Contact Center)**  
TAMMY LEUNG PO CHI, THE HONG KONG JOCKEY CLUB

**Customer Service Manager of the Year 2010 (Outsourcing – Contact Center)**  
JOAN YIP WAN CHUNG, MERCER (HK) LIMITED

**Customer Service Manager of the Year 2010 (Logistics – Contact Center)**  
REBECCA HUANG XING YUAN, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Customer Service Manager of the Year 2010 (Telecommunications – Contact Center)**  
YIN YAN MEI, CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Customer Service Manager of the Year 2010 (Logistics – Service Center)**  
ANDY LAI CHIH HUNG, DHL EXPRESS (TAIWAN) CORP.

**Customer Service Team Leader of the Year 2010 (Government/Subvented Organization – Contact Center)**  
BAKKY CHENG, HONG KONG TOURISM BOARD

**Customer Service Team Leader of the Year 2010 (Logistics – Contact Center)**  
MAUREEN QIAN LIN, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Customer Service Team Leader of the Year 2010 (Public Service – Contact Center)**  
FION CHEUNG WING SZE, THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Team Leader of the Year 2010 (Telecommunications – Contact Center)**  
GAO HUI, CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Customer Service Team Leader of the Year 2010 (Entertainment – Contact Center)**  
AGNES CHAN HOI YEE, THE HONG KONG JOCKEY CLUB

**Customer Service Team Leader of the Year 2010 (Logistics – Service Center)**  
MAGGIE LIN WEI CHI, DHL EXPRESS (TAIWAN) CORP.

**Customer Service Professional of the Year 2010 (Logistics – Contact Center)**  
TRISTA TANG KIT YU, DHL EXPRESS HONG KONG

**Customer Service Professional of the Year 2010 (Telecommunications – Contact Center)**  
CANDY YING CHUI MAN, NEW WORLD TELECOMMUNICATIONS LIMITED

**Customer Service Professional of the Year 2010 (Public Service – Contact Center)**  
BRANDA KWOK SIU YIN, THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Professional of the Year 2010 (Outsourcing – Contact Center)**  
ANNA LEE, MERCER (HK) LIMITED

**Customer Service Professional of the Year 2010 (Government/Subvented Organization – Service Center)**  
EMILY WONG YEE LAM, HONG KONG TOURISM BOARD

**Customer Service Professional of the Year 2010 (Logistics – Service Center)**  
JULIA HUANG CHIN WEN, DHL EXPRESS (TAIWAN) CORP.

**Customer Service Professional of the Year 2010 (ICT – Technical Center)**  
MATTHEW CHAN CHI FUNG, CITIC TELECOM INTERNATIONAL CPC LIMITED

**Merit - Customer Service Team Leader of the Year 2010 (Contact Center)**  
JACKIE CHU CHI WAI, DHL EXPRESS HONG KONG

**Merit - Customer Service Team Leader of the Year 2010 (Contact Center)**  
RACHEL LEE MEI FONG, THE HONG KONG JOCKEY CLUB

**Merit - Customer Service Team Leader of the Year 2010 (Contact Center)**  
BOBO CHEUNG SHUK YEE, THE HONG KONG JOCKEY CLUB

**Merit - Customer Service Team Leader of the Year 2010 (Contact Center)**  
JADE CHAN CHIT, THE HONG KONG JOCKEY CLUB

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
QIN JIN HONG, CUSTOMER SERVICE CENTER I OF CHINA MOBILE SHANDONG (CMSD)

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
WANG YI CHEN, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
GLORIA SUEN CHING TING, NEW WORLD TELECOMMUNICATIONS LIMITED

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
KEN POON CHIN PANG, THE HONGKONG ELECTRIC CO., LTD.

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
CHEUNG SIU FAN, THE HONGKONG ELECTRIC CO., LTD.

**Merit - Customer Service Professional of the Year 2010 (Contact Center)**  
ALEX LEUNG KWOK HIN, THE HONGKONG ELECTRIC CO., LTD.

Past CRE Awards winners, market leaders are invited to speak at the APCSC CRE & CSQS Leadership Summit with CEO Luncheon Forum on June 8-9, 2011. 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 governments, 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 customer centric service organizations and centers 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 roadmap and 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](mailto:enquiry@apcsc.com)