



Private and Confidential

**Asia Pacific Customer Service and Contact Center
Salary Increase Forecast Survey 2009**

DEPLOY HUMAN RESOURCES INTELLIGENCE FOR COMPETITIVE COMPENSATION STRATEGY!!

Market Trend With increasing deployment of customer service and contact centers operations in Asia Pacific, many companies are keen to recruit and attract customer service and contact centers professionals who are capable of delivering high quality customer service and generating sales through customer contact.

The current changing market condition will require a timelier update on the salary and HR intelligence information for effective compensation and motivation.

Invitations We are inviting Best-in-Class companies from all customer service sectors to participate in the **Customer Service and Contact Centers Salary Increase Forecast Survey 2009, with reference date: 1st of April 2009.**

Cost You would only need to spend a few minutes to complete the attached sheet providing salary increase in 2008 and your forecast for 2009.

Benefit After analyzing the data, the market salary increase rate will be provided for you to compare your own pay structure, get a competitive compensation policy, attract, motivate and retain your employees.

Reply Form ---

- Yes, I would like to provide the data in the following sheet and receive the summarized analysis later
- Yes, I am also interested to participate in the full survey of *Asia Pacific Customer Service and Contact Centers Salary & HR Policy & Retention Survey* in 2009 with reference date: 1st of January and July 2009 at HKD25,000.

APCSC organizes the *Asia Pacific Customer Service and Contact Centers Salary & HR Policy & Retention Survey* to provide human resources intelligence for customer service and contact centers in the region. The objective is to reduce staff turnover rate and to elevate the customer service quality in the region. Market data and analysis on the benchmark data are prerequisites for a competitive compensation policy that can effectively reduce staff turnover. After analyzing the data, the market staff turnover and salary increase rate will be provided for you to compare your own pay structure, get a competitive compensation policy, attract, motivate and retain your employees.

For more information, please contact Mr Alan Poon at (852) 2174 1428.

Your Details		Company Details	
Full Name		Company Name	
Job Title		Address	
Department			
Email Address			
Telephone		City	
Fax		Province	
Postal / Zip Code		Country	

Company Chop & Signature

Date

Please kindly fax this form to us at +852 2174 1438.

If you would like to update from our fax list, please help us by completing the details below and fax back on (852) 2174 1438. Thank You.

Your Name _____ Title _____ Fax _____

- Remove me from your list (please insert your name above)
- Update your records with the details above



Asia Pacific Customer Service and Contact Centers Salary Increase Forecast Survey - Reference Date 1 April 2009 Target Invitation List (Partial)

Banking and Finance Industry

Aeon Credit Service Co. Ltd
American Express
Bank of America
Bank of China
Bank of East Asia
Citibank
CITIC Ka Wah Bank
DBS Bank
Hang Seng Bank
HSBC
Shanghai Commercial Bank Ltd.
Standard Chartered Bank
Unit Asia Finance Ltd.
Wachovia Bank, N.A

Insurance Industry

AIA Co Ltd
AXA Insurance
Blue Cross Insurance Ltd
BUPA (Asia) Ltd
CIGNA Worldwide Insurance
Dao Heng Insurance
DBS Bank
HSBC Insurance (Asia) Ltd
ING Life Insurance
Manulife Financial
Metropolitan Life Insurance Company
New York Life Insurance
Prudential Assurance
Royal & Sun Alliance Insurance
Sun Life
Zurich Insurance

Transport & Logistics

Cathay Pacific Airways
Dragon Airlines
Kowloon Motor Bus Co Ltd
Virgin Atlantic Airways
DHL Intl HK Ltd
TNT Express Worldwide (HK) Ltd.
UPS
Fedex Express

Telecommunications and Mobile

CPCNet HK Ltd.
Hong Kong Broadband Network
Hong Kong Cable TV
Hong Kong CSL Ltd.
Hutchison Telecom
Maxis Communications Bhd
New World Telecom
PCCW
Cascade Ltd.
SmarTone Vodafone
SUNDAY
VADS BERHAD
Wharf T&T

Other Industries

ACNielsen (China) Ltd
Bererterey Pacific International Ltd.
Bossini Enterprises Limited
CLP Power
Efficiency Unit
eSERVE COMPANY LIMITED
Fuji Xerox (Hong Kong) Limited
HK & China Gas Co Ltd
HK Jockey Club
HK Trade Development Council
Hong Kong Oxygen
IBM
Johnson Diversey Hong Kong Ltd.
Nestle Hong Kong Ltd
Octopus Cards Limited
Pricerite Stores Limited
Shun Hing Electric Service Centre Ltd.
Spotless Plastics (HK) Ltd.
Starwood Customer Contact Centre (AP) Ltd
The Dairy Farm Co.Ltd.-IKEA Division
The Hongkong Electric Co. Ltd.
The Hong Kong & China Gas Co. Ltd
The Recruit Publishing Co. Ltd
Water Supplies Department
YMCA of Hong Kong



Asia Pacific Customer Service and Contact Centers Salary Increase & Staff Turnover Survey

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Country / Province / City: _____

For contact centers in different cities, please make copies of this form and complete the information separately.

1. What are the salary increase percentages? (Excluding promotion increases)

<input type="checkbox"/> Customer Service Centers ⁺	2009 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2009 Salary Review Date	Headcount
Management			
Supervisory			
Frontline staff			
Sales function Staff			
Overall average			

<input type="checkbox"/> Contact Centers ⁺	2009 <input type="checkbox"/> Actual <input type="checkbox"/> Estimate	2009 Salary Review Date	Headcount
Management			
Supervisory			
Frontline staff			
Sales function Staff			
Overall average			

⁺ Companies may select both if the salary increase is the same for Contact Centers and Customer Service Centers. If different, please photocopy the form and fill out the figures separately.

Please kindly fax this form to us at +852 2174 1438. For more information, please contact Mr. Alan Poon at (852) 2174 1428.