



Asia Pacific
Customer
Service
Consortium

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Henderson Land Group Property Management Department Honored with CSQS Level 3 Certification Distinction from APCSC

“Set new benchmarking standards for property management industry in Asia Pacific”

Hong Kong, China – June 9, 2011 -- The Asia Pacific Customer Service Consortium (APCSC) presents the Customer Service Quality Standard (CSQS) site certificate to Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management in recognition of their achievements and highest level of compliance to *CSQS Level 3 Strategic Business Unit* in consecutive years. Customers of the property management sector will experience higher quality and professional customer service standard.

Mr. Jason Chu, Chairman of APCSC, commended, “Through the successful CSQS implementation, audit and re-certification, Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management has developed a highly integrated world class organization and many industry best practices in corporate health and safety, and customer management systems. They have strengthened service leadership in innovation, problem solving and cross functional committee integration efforts through the CSQS improvement projects. They not only have created above market ROI’s in their assets portfolios and investments in people, customers and projects but also have set new benchmarking standards for property management industry in Hong Kong, China and Asia Pacific. Congratulations again for their service excellence and CSQS Level 3 achievement!”

Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group said, “Henderson Land Group Property Management Department – Hang Yick Properties Management and Well Born Real Estate Management is honored to receive the Customer Service Quality Standard presented by the Asia Pacific Customer Service Consortium. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment - customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

Introduction & Overview of the CSQS Excellence Model

“Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to corporation, business units and customer service organizations that seek to excel in customer relationship excellence. The goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve interdepartmental and company wide integration.

Integration of balanced scorecard & ISO9000

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 strategic business unit.



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The yardsticks for the CRE Awards

CSQS is so crucial to customer service that it became the yardsticks for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental reference that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSQS Best Practices

“Each year, we refine the standard by deriving best practices of our past award winners. Users of the CSQS have also given us very good feedback. The standard has helped integrate and enhance their management systems and raised the entire firm’s awareness of CRE,” said Chu. APCSC also organizes CSQS Roundtable internationally to promote and elevate CRE in Beijing, Shanghai, Jinan, HK, Taipei, Singapore, Malaysia, and throughout Asia Pacific.

CSKM empowers the frontline

The assessment of CSQS is progressively divided into three levels: **intention, implementation and integration**. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 levels of CSQS Achievement

CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Outsourcing Service Center; Level II Proactive Service Center; Level III Strategic Business Unit**.

About Asia Pacific Customer Service Consortium (APCSC) www.apcsc.com

APCSC is founded with the belief of “*Excellent Customer Relationship 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.

About Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management www.hld.com

Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management, is dedicated to providing one-stop sophisticated services including finance control, facility management, security, cleaning and maintenance services to high-end properties, mass residential-cum-retail projects and car parks developed by the Group. Well Born and Hang Yick currently manage some 190 property developments across the territory, with a total of approximately 90,000 residential units and car park spaces. Over the years, Well Born and Hang Yick continue to earn praise from the public and received over 1000 international and local accolades and accreditation in various performance-related aspects.

About CRE and CSQS Leadership Summit

CRE and CSQS Leadership Summit will provide an international platform for you to meet honorable guests of the Asia Pacific Customer Service Consortium, industry leaders and experts of the **international CRE leadership community**. You may share your valuable insights about Customer Service and Customer Relationship Management with them and the winners of the Customer Relationship Excellence Awards. At this CRE Leadership Summit, distinguished speakers from government, academia and market leaders in Hong Kong and the Asia Pacific Region will inspire you with the innovative ideas and CRM wisdom

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