

May 13, 2016

Mr. Jason Chu
Asia Pacific Customer Service Consortium Limited
9/F Surson Commercial Building
140-142 Austin Road
Tsim Sha Tsui
Kowloon, Hong Kong

Dear Jason


It is my pleasure to share my learning experience with you at CRE Award & CCSM Program. By joining the award competition program, my team and I have gained valuable knowledge on best practices of Customer Services in various industries but not limited to telecommunications. Through the classroom training, we could share among different companies the practical working experiences on performing Customer Services in different industries. It has enlightened us how to serve our customers the best in a creative way.

The site audit on our contact centre by the judging panel also offered chances to our frontline staff to demonstrate their strengths and professionalism in serving our customers and fulfilling their needs. It has further motivated our teams to “making better” which is our motto and directive.

Last but not least, the handbook of CSQS and the evaluation criteria for the best Contact Centre is the most treasurable guideline for our future operations development and improvement. They have definitely created values to the overall industry of Customer Services and Contact Centre.

On behalf of my team, I would like to express our sincere thanks and gratitude to your goodself for your continuous support and guidance throughout the journey of our participation in the competition.

Yours sincerely



Jaime Ho
General Manager
Customer Service and Contact Centre Management