



Asia Pacific  
Customer  
Service  
Consortium

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

Tel: (852) 2174 1428  
Fax: (852) 2174 1438  
Email: [info@apcsc.com](mailto:info@apcsc.com)  
Website: <http://www.apcsc.com>

## NEWS RELEASE

# Service Leaders Awarded with People Site Certification from APCSC

*“Manage total customer experience, Nurture loyalty and  
Strengthen service branding.”*

**Hong Kong, China, 1 June 2010** – Two leading companies have been awarded the People Site Certification (PSC) from Asia Pacific Customer Service Consortium (APCSC), in recognition of their people development and commitment in providing world-class professional services covering Hong Kong, Asia Pacific and Global markets. The awarded companies are:

- *Mead Johnson Nutrition (Hong Kong) Ltd. (Mead Johnson)*
- *Quality HealthCare Medical Services Ltd. (QHMS)*

The honored business units are:

- *Customer Relationship Management Department of Mead Johnson*
- *Call Center of QHMS*

People Site Certifications are presented to organizations that have over 90% of their Customer Service and Contact Center staff certified under APCSC's Global Certification programs including Certified Customer Service Professional (CCSP), Certified Contact Centre Professional (CCCP), Certified Contact Center Supervisor (CCCS), Certified Contact Center Manager (CCCM), and Certified Customer Service Analyst and Auditor (CCSA).

**Mr. Jason Chu, Chairman of APCSC** emphasized, “Today, customers are more demanding and sophisticated with the market offerings. They are looking for not only high quality services and solutions, but also total customer experiences from enquiry to purchase and the after-sale support in order to repeat their purchases. The recovering economy is recording higher consumer spending. There are more business opportunities for every company and frontline service staff. Highly professional and personalized value-add services are key to create positive customer experience. In order to nurture customer loyalty and strengthen service branding, our customer facing service professionals would require professional training development and systematic approach to discover customer needs and deliver services that can exceed the customers' expectations on consistent basis. The PSC recipients have demonstrated their commitment to service professionalism, customer satisfaction and employee development. Their staffs have also committed themselves in achieving the professional certifications. Congratulations to their joint efforts to create win-win-win to customers, staffs and employers and achieve stronger satisfactions, relationships and loyalty.”

**Dr. Lincoln Chee, Chief Executive Officer, Quality HealthCare Medical Services (QHMS)** commented, “We are very happy to receive the People Site Certification again from the Asia Pacific Customer Service Consortium in recognition of our efforts and commitment to providing top quality customer service. I believe it could motivate all the staff at QHMS to endeavor to exceed our customer expectations. The 24-hour medical call centre of our Customer Services Department (CSD) often acts as the first point of customer contact, answering enquiries on different services. CSD handles more than 40,000 calls a month, including enquiries, appointment booking, emergency assistance, and inpatient admissions. Quality HealthCare is proud of the continuous commitment and dedication that our staff has demonstrated towards quality services. We are always actively listening to our customers' feedbacks, and we treat them as useful resources for our ongoing improvement and measurement of success.” Dr Chee added, “As Quality HealthCare has continued to diversify our offerings to the community, and visitors from

China, we will allocate more resources to empower our staff through training, certification and knowledge management to strive for all rounded service excellence.”

**Miss Florence Wong, General Manager, Mead Johnson Nutrition (Hong Kong) Ltd** said, “We are honoured to receive the People Site Certification award from APCSC again. It recognizes our commitment to provide professional and customer-centric services to our customers. We believe good customer relationship is the key to success in this competitive and dynamic business environment. Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care. This certification is indeed an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service and quality products which exceed our customers’ expectations.”

The People Site Certification is offered free of charge and is renewed on an annual basis provided that 90% or more of the staff remain certified under APCSC’s Global Certification program.

In addition to the People Site Certification, APCSC has also introduced new certification courses registered under the **Continuing Education Fund (CEF)** provided by **The Hong Kong Customer Service Consortium (HKCSC)** (Institution code 668). Three courses provided by HKCSC are approved by the Secretary of Education and Manpower of Hong Kong as CEF reimbursable under the business services sector, namely:

- Certificate in Customer Service Management (CCSM) course code 21C04911-5
- Certificate in Professional Customer Service (CPCS) course code 21C05127-6
- Certificate in Service Excellence Leadership (CSEL) course code 21C05006-7

For Global Certification Program, People Site Certification or press enquiries/interviews, please contact Ms. Lau at +852 2174 1428. Press releases are also available by email, kindly send requests to: enquiry@apcsc.com or visit www.apcsc.com

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

APCSC is founded with the belief of that “*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 the 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 Contact Center, Customer Relationship Management and Customer Service Management with global education partners and international membership organizations to set worldwide standards.

#### **About Quality HealthCare Medical Services Limited**

Quality HealthCare Asia Limited is a physician led provider group offering an integrated range of healthcare services including facilities management, third party plan administration and paramedical support. The Group provides care for our private and corporate contract patients through a network of more than 580 Western and Chinese medical centres, and 47 dental and physiotherapy centres. In 2009, our network recorded more than 2.7 million healthcare visits. We operate seven elderly care homes and Hong Kong’s longest-established international nursing agency. One of our medical practices has been serving Hong Kong people for over 140 years.

Quality HealthCare became the first healthcare provider listed on The Stock Exchange of Hong Kong Limited (HKSE ticker 593) in 1998. The Group’s healthcare turnover in 2009 exceeded HK\$1.1 billion.

#### **About Mead Johnson Nutrition (Hong Kong) Limited**

Mead Johnson Nutrition is a global leader in infant and children’s nutrition. Our company was founded more than 100 years ago – and has been committed from its very beginning to earning the trust of parents and health care professionals by offering scientific evidence of the benefits of our products. This commitment is driven by the pride and passion of our workforce.