



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

The First Leading CRM Senior Executive Forum in Taipei
Asia Pacific Customer Service Consortium Launches
2002 Customer Relationship Excellence Award (CRE Award)
- The Most Important Asia Pacific Award of its Kind -

TAIPEI, TAIWAN, -- November 06, 2002 -- The first leading **CRM Senior Executive Forum** in Taipei is organized by **The Asia Pacific Customer Service Consortium (APCSC)** and co-organized by **Taiwan Call Center Development Association (TCCDA)** on November 6, 2002.

APCSC invited Ms. Fanny Chan, Vice President of CRM and Quality of Consumer Bank of Citibank, N.A., Dr. Alex Chien, Chairman of TCCDA, and Mr. Jason Chu, Chairman of APCSC, as the speakers of the forum.

In the forum, most of the participants are from the senior management of Call Center, Customer Service and CRM from major corporations in Taiwan. Discussions, experience and knowledge sharing between the participants and the speakers were around topics of Operation Strategies for Call Center Excellence, Role of the Call Center Manager in a Changing Economy and Knowledge Center Management.

"No matter how the industry changes, consolidates, and competes, the customer is still the key element for making the final decision," said **Dr. Alex Chien, Chairman of TCCDA**. "We believe that only high quality of customer service can sustain an enterprise's existence and growth. Taking into consideration of management, system, employee and marketing, the TCCDA not only aggressively promotes and develops call center industry in Taiwan, but also assists enterprise call centers to raise their efficiency of operation and their profit of value add. To elevate the total quality of enterprise call center in Taiwan is the mission of TCCDA."

Dr. Chien continued, "It is very important that APCSC has been promoting the call center industry and developing CRM excellence in Asia Pacific region. The TCCDA has the honor to support APCSC on this CRM Forum. We hope all the call center industries can work together and strive to provide a higher quality of customer service."

APCSC announced in the forum that a regional **Customer Relationship Excellence Award (CRE Award)** has launched. The goal of this CRE Award is to promote service quality and customer relationship excellence in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

This is a regional service award with participated companies from Hong Kong, Taiwan, Singapore, Malaysia and India. They are from Banking & Finance Industry, Insurance Industry, Travel and Transportation Industry, Telecommunications Industry, Retail Industry and Outsourcing Industry.

"Today, APCSC launches the prestigious CRE Award 2002 in Taipei, Taiwan among other Asia Pacific countries to recognize the best of customer-centric companies as true Winners!" said **Jason Chu, Chairman of APCSC**. "The Award has enjoyed great success in the US and Australia, and there are great benefits of having an award that is recognized regionally and internationally. In this tough economy, companies are placing more and more importance on customer relationship. The CRE Award provides world-class organizations in Taiwan and Asia Pacific with the international recognition, to elevate their profile and increase awareness of their commitment to quality Customer Service on a global scale."

The CRE Award Committee is glad to announce that **Mr. Pete McGarahan, Chairman of Help Desk 2000, USA** and **Mr. Brett Whitford, Executive Director of the Customer Service Institute**



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of Australia (CSIA) as **International Advisors** joining the Award Committee and Panel of Judges! APCSC has recommended the **International Customer Service Standards (ICSS)** as a guideline for participating organizations.

“For meeting and greeting the new economy of 『Customer comes first』. We believe that only by meeting the demand of customers correctly and efficiently at the very first moment can we earn the trust from our customers. TT&T provides the high quality human resource, World-class CTI system and ISO standard operation process to enterprises for creating new business opportunities,” said **Mr. Deng-Song Chiou, President of Taiwan Teleservices and Technologies Co., Ltd. (TT&T)** “Everyone knows that APCSC has made great contributions towards customer service industry and promoted the importance of CRM for many years in Asia-Pacific. We really feel honored to be associated with the APCSC CRE Award and are committed to participate this year. Finally, we hope more companies and industry leaders can cooperate for this important learning and sharing activities together!”

A presentation of the Customer Relationship Excellence Awards will be made during the two-day **Asia Pacific Customer Service Consortium Summit in 1-2 April 2003 in Shanghai, China** with distinguished panels, judges, industry experts and audience.

The CRE Award Evaluation Process:

1. Self Assessment Questionnaire
2. Mystery Calls
3. Presentation and Panel Interview
4. International Customer Service Standards (ICSS)
5. Public Web-voting

A web-vote from the general public will also take place to allow feedback on the participating nominees and place a web vote against the award.

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#### **About Asia Pacific Customer Service Consortium (APCSC)**

Asia Pacific Customer Service Consortium (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 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 and certifies the industry recognized global certifications for Call Center, Help Desk and Customer Service Management with international membership organizations to set World-Wide Standards. Please visit our website [www.apcsc.com](http://www.apcsc.com) for our global certifications and Asia Pacific Customer Relationship Excellence Award.

#### **About Taiwan Call Center Development Association (TCCDA)**

TCCDA is to provide connection and network opportunities to Senior Management and Professionals from Call Centers in Taiwan. The goals are (1) Experiences Sharing; (2) Expertise Learning; (3) Employee Training; (4) Event Discussion / Reporting. TCCDA is aimed at the development and enhancement of the service quality and efficiency.

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For CRE Award participation & sponsorship, please contact Mr. Paul Hilton via tel: +852 21741428 or email: paul@apcsc.com

If you are interested in additional information on Asia Pacific Customer Service Consortium, please visit the Asia Pacific Customer Service Consortium home page at www.apcsc.com