



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

**Asia Pacific Customer Service Consortium Announces Finalists and Public Webvoting of the
2003 Customer Relationship Excellence Award
- The Most Important Asia Pacific Award of its Kind -**

Hong Kong, China -- February 05, 2004 -- **The Asia Pacific Customer Service Consortium (APCSC)** has announced the list of **Finalists** for the **2003 Customer Relationship Excellence Award (CRE Award)**. The fourth and final stage of assessment began on February 2nd, with the public web voting. Members of the general public now have the opportunity to place votes for the finalists through APCSC's website (www.apcsc.com).

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.

"The initial stages of assessment are now complete, and we are very pleased to announce the finalists of the 2003 CRE Awards", said Mr. Jason Chu, Chairman of APCSC. "The next stage is a critical one, as each award participant now has to invite their customer to vote. I'm sure that we'll be seeing some interesting feedback!"

The award finalists are:-

- Hong Kong CSL Limited
- S.W.I.F.T. s.c.r.l.
- Eastern Home Shopping Network
- PCCW Business Netvigator
- Tao Heung Holding Limited
- PCCW IDD 0060
- Dao Heng Insurance Company Limited
- PCCW Outbound Call Center Sales
- Well Born Real Estate Management Ltd
- PCCW Number One Club

The winners of the CRE Award will be announced in April and a special CRE Award dinner will be held on May 6th. Applications for the 2004 Customer Relationship Excellence Awards will be open soon. Please visit www.apcsc.com for the latest information.

Asia Pacific CRE Award Principal Organizer:

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

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 the most recognized global certifications for Call Center, Help Desk and Customer Service Management with global education partners and international membership organizations to set World-Wide Standards.

International CRE Award Endorsers and Global Education Partners

Customer Service Institute of Australia (CSIA)

Customer Service Institute of Australia was established as a professional body with the aim of enhancing and improving Customer Service in Australia through the development of people, systems, and standards. International Customer Service Standards (ICSS:1999-2002) established benchmarks for Customer Service Excellence.

For Press interviews, APCSC CRE Summit participation & sponsorship, please contact Mr. Paul Hilton on (852) 2174 1428 or paul@apcsc.com.