



Asia Pacific
Customer
Service
Consortium

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新闻稿

中国太平洋人寿四家分公司喜获2006年亚太杰出顾客关系服务奖

2007年7月在香港召开的“2007 亚太杰出顾客关系服务及优质顾客服务标准高峰会”上，亚太顾客服务协会公布了“2006 亚太杰出顾客关系服务奖”得奖名单，中国太平洋人寿保险股份有限公司北京分公司、山西分公司、吉林分公司、上海分公司喜获“2006 年亚太杰出顾客关系服务奖”中的四个奖项。

亚太顾客服务协会是亚客户服务权威机构，致力于推动学、企业一起提高亚太区内的质量，由该组织评选出的“亚太关系服务奖”是亚太区内极具顾客关系服务奖，其目的是提各国际都会的顾客服务质量和关系，并藉此肯定那些为客户服务的企业、团体和个人。

“亚太杰出顾客关系服务过自我表现评审、商业方案汇访、以优质顾客服务标准为评实地考察、公众投票等阶段后，位顾客关系专家共同评议出得奖者名单。中国太平洋人寿保险公司有幸获得以下奖项：

- 中国太平洋人寿保险股份有限公司北京分公司获得“2006 年最佳顾客满意品管系统”；
- 中国太平洋人寿保险股份有限公司山西分公司获得“2006 年最佳顾客关系推广服务（保险业）”；
- 中国太平洋人寿保险股份有限公司吉林分公司获得“2006 年最佳顾客服务中心（保险业）”；
- 中国太平洋人寿保险股份有限公司上海分公司获得“2006 年度最佳客户热线中心（保险业）”。



太地区客
政府、大
客户服务
杰出顾客
公信力的
升亚太区
优质顾客
提供出色

奖”评选经
报 神秘探
估准则的
最后由多



获得“2006 年亚太杰出顾客关系服务奖”，不仅是对我司在客户服务方面的优秀表现的嘉奖和肯定，同时也有助于提升我司的信誉和市场形象，增强顾客对我司的信心。正如潘桑昌主席所言，获得 2006 年亚太杰出顾客关系服务的相关奖项，一方面是对我们一贯坚持“以客户为导向”的服务理念的认可，另一方面也鼓励我们继续努力，运用更多的创意方法，积极改善客户服务体系，保持“与众不同”，成为一家让客户真正信赖的专业寿险公司。



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News Release

Four CPIC Branches Receive the Customer Relationship Excellence Awards 2006

Hong Kong, China – July 6th, 2007 – The Asia Pacific Customer Service Consortium (APCSC) has announced the list of Winners for the 2006 Customer Relationship Excellence Awards (CRE Awards), in APCSC Customer Relationship Excellence (CRE) Summit 2007. Four branches of China Pacific Life Insurance Co., Ltd., namely Beijing Branch, Shanxi Branch, Jilin Branch and Shanghai Branch are awarded in four categories of the “CRE Awards 2006”.

As a customer service authority in Asia Pacific Region, the Asia Pacific Customer Service Consortium (APCSC) is founded with the purpose of mobilizing government, university, business community and to facilitate the continuous enhancement of customer service in across the region. The “Customer Relationship Excellence Awards (CRE Awards)” presented by APCSC is an award on customer relationship service with very high public credibility in the Asia Pacific region. The goal of CRE Awards 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.

The CRE Awards are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, site visits assessment by the judging panel following the Customer Service Quality Standard (**CSQS**) criteria, public webvoting and a final round of judging by a panel of customer relationship excellence experts. China Pacific Insurance Co., Ltd. is honored to receive following awards:

China Pacific Life Insurance Co., Ltd. Beijing Branch is awarded Customer Satisfaction Quality System of the Year 2006 (Insurance);

China Pacific Life Insurance Co., Ltd. Shanxi Branch is awarded Consumer Relationship Marketing Service of the Year 2006 (Insurance)

China Pacific Life Insurance Co., Ltd. Jilin Branch is awarded Customer Service Center of the Year 2006 (Insurance)

China Pacific Life Insurance Co., Ltd. Shanghai Branch is awarded Consumer Relationship Marketing Service of the Year 2006 (Insurance).

The 2006 Customer Relationship Excellence Awards not only recognize and commend our outstanding performance on customer services, but also help to promote our reputation and market image and increase customers' confidence on our company. As Mr. Patrick Poon, Chairman of Operation Committee of China Pacific Life Insurance Co., Ltd. said, “These awards truly recognize that “customer-oriented” culture and practices. The awards give us further competitiveness to innovate our customer service systems. We try to continue to make a difference in our service standards and gain customers' trust forever.”