



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

### APCSC Introduces the *Customer Service Quality Standard (CSQS)* in Colombo, Sri Lanka

Colombo, Sri Lanka – February 27, 2007 – Mr. Jason Chu, Chairman of *Asia Pacific Customer Service Consortium (APCSC)* officially introduced the ***Customer Service Quality Standard*** (“CSQS” or “The Standard”) to the press, market leaders, managers and senior business executives at the first **CSQS Roundtable** held in South Asia.

The CSQS is supported by The *Standards Committee* that comprises of leading companies throughout the region. The CSQS has been developed in conjunction with the *Asia Pacific Customer Service Consortium (APCSC)* and in collaboration with researchers at *The University of Hong Kong (HKU)* to assess the overall customer service quality management system, best practice compliance and performance of the critical success factors for customer centric service organizations that excel in customer relationship excellence. The Customer Relationship Excellence (**CRE**) Awards has adopted the advanced service model set out in the ***Customer Service Quality Standard (CSQS)*** as judging criteria.

**Mr. Jason Chu, Chairman of APCSC** addressed the audience warmly, “The CSQS embraces and integrates *the balanced scorecard* management system and the **ISO9000** quality management system to provide an execution roadmap for transforming an organization into a customer centric *strategic business unit*. The CSQS provides a world class framework for strategic planning, implementation, organization integration and drives organizational ***Customer Services Knowledge Management (CSKM)*** infrastructures to comply with the CSQS Standard. APCSC and the researchers from the University of Hong Kong have embarked on the business case research and write up of successful CSQS implementation by market leaders to create business insight on customer relationship excellence for university education, academic journals and business review.”

**Ms. Sandra De Zoysa, Head of Customer Service & Contact Management of Dialog Telekom Limited**, gave a business case sharing of *the Dialog Experience in implementing Customer Service Quality Standard*. Managers, specialists and team leaders from Dialog’s Customer Service Centre and Contact Centre were also awarded the ***Certificate in Customer Service Management (CCSM)*** and the ***Certified Customer Service Analyst & Auditor (CCSA)*** from APCSC. **Mr. Jason Chu, Chairman of APCSC** was very pleased to commend Dialog staff’s vigorous pursuit of service excellence and successful completion of the CCSM and CCSA certification process for their professional career development in the customer service industry. Group photos were taken by the local and international press.

The CSQS is essential for a more mature service industry in the Asia Pacific region and the growing need for a dedicated standard that addresses the key aspects within the Customer Service and Call Center operation. The Standard will accelerate the maturity and professional development in particular the organizational effectiveness and integration of customer service, call center and quality of outsourcing service sector. It is one of the most advanced customer

service quality management model integrating the latest business management practices and researches to drive service departments towards strategic business unit delivering market competitive advantages.

During the CSQS Round Table, Mr. Chu also announced the upcoming ***Customer Relationship Excellence and Customer Service Quality Standard Summit (The Summit)*** and introduced the ***International CRM, CIS & Service Symposium (The Symposium)***, both to be held **on July 5-6, 2007, Hong Kong** to advance service and business performance.

**The Summit** is a regional conference with keynote presentations by world class leading companies, CRE Awards finalists, past winners, and quality experts of the Leadership Community to exhibit and showcase business strategies, customer relationship excellence business cases, and latest quality management systems for customer oriented companies. ([www.apcsc.com/cresummit](http://www.apcsc.com/cresummit))

**The Symposium** provides an international knowledge management network organized from an interdisciplinary perspective for senior business executives, CRM/CIS experts, academic and postgraduate researchers to share and build knowledge about customer relationship management, customer information system and service. The Symposium is organized in conjunction with the ***International Customer Service Paper and Project (ICSP) Awards*** dedicated to develop best practices and insights from business case projects, advance knowledge from research, and build professional customer service business competence in the region. ([www.apcsc.com/symposium](http://www.apcsc.com/symposium))

~~~~~  
**About Asia Pacific Customer Service Consortium (APCSC) [www.apcsc.com](http://www.apcsc.com)**

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 through the Customer Relationship Excellence Awards.

~~~~~  
**For press interviews and CRE Awards, Summit, Symposium participation and sponsorship,** please contact Ms Stella Lau by tel: (852) 2174-1428 or email: [enquiry@apcsc.com](mailto:enquiry@apcsc.com)