



Asia Pacific
Customer
Service
Consortium

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NEWS RELEASE

The Customer Loyalty Award Forum & Certificate in Customer Service Management Organized by APCSC

Hong Kong, China – February 9, 2006 -- The Asia Pacific Customer Service Consortium (APCSC) organized The Customer Loyalty Award Forum 2006 (the Forum) for Asia Pacific business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the *Customer Relationship Excellence Awards (CRE Awards)* participants. The presentations are part of the CRE Awards assessment process.

Mr. Jason Chu, Chairman of APCSC took the opportunity to encourage all the CRE Awards participants to set world class customer service standards in their respective industries and borrow ideas from cross industry leaders and presenters. Some of the industry leaders presenting their business cases in the Forum included the following:

- Eaton Hotel Hong Kong
- Hong Kong Broadband Network Ltd.
- Hong Yip Service Co. Ltd.
- Hysan Property Management Ltd.
- New World Telecommunications Ltd.
- Pacific Satellite International Ltd.
- S.W.I.F.T. srl
- The Hongkong Electric Co., Ltd.
- Well Born Real Estate Management Ltd.

During the Forum, Mr. Chu also announced the launch of the new certification course “*Certificate in Customer Service Management*” (CCSM). The CCSM, course code 21C04911-5, starting in February 2006 has been approved by the Secretary for Education and Manpower of Hong Kong, under the *business services sector*. The Hong Kong Customer Service Consortium (HKCSC) has been registered as the course provider, institution code 668, under the *Continuing Education Fund (CEF)*.

Each company has applied for different categories in the CRE Awards. The participants need to demonstrate the role of Customer Relationship Excellence in their organizations; the performance of the Customer Service Center; successful strategies for attracting and retaining customers; innovation, technology, service and support overview; interdepartmental communication; measuring success and customer satisfaction levels; identifying revenue opportunities, etc. The CRE Awards is Asia's best award for Customer Relationship Excellence. **The 2006 CRE Awards are now open for application.**

The CRE Awards also takes the standards set out in the Customer Service Quality Standard (CSQS) into consideration. Applicants will be measured against these standards to check for compliance in the respective areas during a site visit assessment as the next step. The CSQS is also taught with indepth details on how to implement and audit in the Certificate in Customer Service Management (CCSM) course.

About Asia Pacific Customer Service Consortium (APCSC) 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 Award, APCSC promotes Customer Relationship Excellence as a core business value 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.

About The Continuing Education Fund

The Continuing Education Fund (CEF) subsidizes adults with learning aspirations to pursue continuing education and training courses. Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of HK\$10,000, on successful completion of a reimbursable course or module(s) forming part of the course. The fees for more than one reimbursable course may be reimbursed, subject to the maximum ceiling of HK\$10,000 per applicant not being exceeded. Reimbursable courses are continuing education and training courses approved by the Secretary for Education and Manpower. Information on the reimbursable courses can be obtained from the Office of the Continuing Education Fund (OCEF) and registered course providers, through the Community Cyber Points of District Offices.

For Press interviews and APCSC CRE Awards participation and sponsorship, please contact Ms Stella Lau by tel: (852) 21741428 or email: stella.lau@apcsc.com