



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Henderson Land Group Property Management Department Receives CSQS Site Certification from APCSC

Hong Kong, China – June 26, 2009 -- **The Asia Pacific Customer Service Consortium (APCSC)** presents the **Customer Service Quality Standard (CSQS) site certificate** to **Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management** in recognition of their achievements and high level of compliance to **CSQS Level III Strategic Business Unit**. Customers of the property management sector will experience higher quality and professional customer service in Hong Kong.

Mr. Jason Chu, Chairman of APCSC, commented “Through the annual review and CSQS audit and accreditation by APCSC, many new opportunities and initiatives of customer engagement, experience management, process improvement and benchmarking have taken place by the property management service teams of Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management. Many excellent projects through the Certified Analyst and Auditor (CCSA) program have achieved in creating higher revenue and income for the shopping mall, commercial and residential properties, improving business competitiveness, reducing customer complaints with root problem investigation and multiple solutions. Their continuing business success is a testimony of their customer-focus strategy and execution.”

Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group said, “Henderson Land Group Property Management Department – Hang Yick Properties Management and Well Born Real Estate Management is honored to receive the Customer Service Quality Standard presented by the Asia Pacific Customer Service Consortium. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment - customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

Professor George Huang of The University of Hong Kong (HKU), member of the **CSQS Advisory Committee**, said, “Congratulations to the success of the 2009 CRE & CSQS Leadership Summit and recipients of the CSQS certifications for their pursuit of world class service standards and customer relationship excellence. We are working with APCSC to develop and organize research projects and best practices papers on Customer Service Knowledge Management (CSKM) to be disseminated and published at the International Conference of Digital Enterprise Technology (DET) to be hosted by HKU in December 2009. We encourage and invite the business sector industrialist to submit their business case and research findings for the International Customer Service Paper and Project (ICSP) Awards to improve customer service quality and management systems and to enhance the service economy worldwide!”

Introduction & Overview of the CSQS

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to contact centres and customer service organizations that excel in customer relationship excellence.

Excellence Model

“Many companies are struggling to achieve service excellence branding. Despite the goodwill of many organizations in search for innovative and effective ways to enhance customer interactions, existing quality standards do not fully answer the total needs of customers,” said Jason Chu, Chairman of APCSC. “That explains why APCSC has jointly developed the Customer Service Quality Standard (CSQS) with the University of Hong Kong to provide a roadmap for organizations to bridge the expectation gap.”

Integration of balanced scorecard & ISO9000

CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC)

management system and the ISO9000 quality management to provide a world-class framework with crystal clear directions for transforming an organization into a customer-centric unit. A further goal of the CSQS guidelines is to enhance a common understanding of the customer centric service best practices for organizations and departments in serving both internal and external customers to improve their business performance, to align the approach throughout the company, and to improve interdepartmental and company wide integration.

The yardsticks for the CRE Awards

CSQS is so crucial to customer service that it became the yardsticks for the CRE Awards. “CSQS is important to CRE Awards judging criteria as a fundamental reference that characterizes world class organizations. Furthermore, the CSQS has incorporated the advancements that are strategic and business practical from the CRE Awards winners’ business case presentations annually to create a progressive service movement,” said Chu.

CSKM empowers the frontline

The assessment of CSQS is progressively divided into three levels: **intention, implementation and integration**. CSQS not only measure if a company has achieved certain levels, but also benchmarking with the industry, and more importantly, how well they have adopted the Customer Service Knowledge Management (CSKM) to empower the frontline staff to deliver the best customer experience.

3 levels of CSQS Achievement

CSQS has a three-dimensional accreditation scoring system that takes into account every aspect from both independent and interrelated perspectives: **Level I Outsourcing Service Center; Level II Proactive Service Center; Level III Strategic Business Unit**.

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.

Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management www.hld.com

Henderson Land Group Property Management Department—Well Born Real Estate Management and Hang Yick Properties Management, is dedicated to providing one-stop sophisticated services including finance control, facility management, security, cleaning and maintenance services to high-end properties, mass residential-cum-retail projects and car parks developed by the Group. With landmark management projects such as the Beverly Hills, King’s Park Hill, Grand Promenade, Grand Waterfront, CentreStage, Metro City and Sunshine City; Well Born and Hang Yick currently manage some 200 property developments across the territory, with a total of approximately 80,000 residential units and car park spaces. Over the years, Well Born and Hang Yick continue to earn praise from the public and received over 1000 international and local accolades and accreditation in various performance-related aspects.

About International Conference of Digital Enterprise Technology (DET)

An International Conference of Digital Enterprise Technology (DET) is also held by The University of Hong Kong on 14-16 December 2009, which aims to provide a forum for academia and industrialists to disseminate to all branches, industries, businesses, information and knowledge on the most recent and relevant innovations, theories and practices in electronic business and digital enterprise technology.

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**For Press interviews, CSQS Certification and CRE Awards, please contact Ms. Lau via tel: 852+2174 1428 or email: [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**



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即時發佈

## 恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理 獲得亞太顧客服務協會所頒發的優質顧客服務標準(CSQS)認可證書

中國，香港 - 2009年6月26日 - 亞太顧客服務協會頒發優質顧客服務標準(CSQS)證書予恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理，以認可他們的卓越成就符合了優質顧客服務標準第三階段策略性商業單位。物業管理業的顧客將得到客戶服務質素和穩定性的提升。

亞太顧客服務協會(APCSC)主席，朱剛岑先生表示：「透過每年度評估，亞太顧客服務協會優質顧客服務標準的審查和鑑定，恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理的物業管理隊伍已實踐許多在顧客關顧、體驗管理、過程改善和市場基準比較上新的發展機會，透過顧客服務分析及審查員證書課程，很多優秀計劃已成功為商場、商業和住宅物業創造更高收入和增強企業競爭力，並藉分析根本問題和尋找多種解決方案，減少客戶投訴。以顧客為中心的策略與實踐持續地給恒基兆業地產集團物業管理部帶來了商業成功。」

恒基兆業地產集團執行董事孫國林, MH表示：「恒基兆業地產集團物業管理部—恒益物業管理及偉邦物業管理憑藉持續不懈創新求進的毅力，再次榮獲亞太顧客服務協會頒發優質顧客服務標準最高殊榮。此項認證標示我們的服務廣獲受到肯定和認同。未來，我們仍將秉持『以人為本』的宗旨，上下齊心，發揮團隊精神，為業戶提供優質專業的物業管理服務。」

優質顧客服務標準顧問委員會成員、香港大學黃國全教授表示：「恭賀2009年傑出顧客關係及優質顧客服務標準領袖高峯會舉辦成功，並祝賀優質顧客服務標準證書獲獎企業，對於世界級服務標準和傑出顧客關係的不懈追求。我們現與亞太顧客服務協會合作發展和籌備在顧客服務知識管理方面的研究計劃和最佳守則論文，並於二零零九年十二月於香港大學主辦的Digital Enterprise Technology (DET)國際會議發表和刊登。我們鼓勵和邀請各企業家呈交他們的商業方案和研究成果，以贏取國際顧客服務論文及方案獎，並改良顧客服務質素和管理系統，推動全球的服務行業！」

### 優質顧客服務標準簡介及概覽

優質顧客服務標準是由亞太顧客服務協會和香港大學一班研究員合作而制定，目的是評定整體服務質素，最佳守則和顧客服務運作的表現。這是一個最廣泛的標準去建立世界級顧客服務水平架構，藉以授予優秀客戶服務機構。優質顧客服務標準的目的是去設立一個基於參加者和用戶主導的優秀守則方針，有系統和有效率地管理顧客服務營運工作，從而提供一致的優質顧客服務，達到或超越顧客的要求和期望。這些方針專為客戶服務機構包括客戶服務中心或 聯絡服務中心訂立一個標準。

### 卓越模型

亞太顧客服務協會主席朱先生表示：「很多企業於卓越品牌建立上都遇上不少困難，雖然他們都不斷努力追求一個創新及有效的顧客互動模式，但現有的質量標準並不能滿足客人需求。有見及此，亞太顧客服務協會便與香港大學制定CSQS，為服務業提供一個完善的標準，以提高顧客滿意度。」

### CSQS整合平衡計分卡管理系統及ISO9000品質管理系統

CSQS揉合了最先進及廣泛的元素，為企業傳送最佳服務提供清晰的標準。CSQS包括和整合了平衡計分卡管理系統和ISO9000品質管制系統，作為企業轉換以客為中心的策略性商業單位的標準。CSQS的目標是強化企業及各部門所採用的「以客為主」最佳守則，為內部及外部客人服務以改善企業業績，同時把整個理念靈活運用於各部門以改善各部門及公司之間的合作。

### 傑出顧客關係服務獎的準繩

CSQS是傑出顧客關係服務獎的準繩，朱先生表示：「CSQS是傑出顧客關係服務獎的重要評審準則，亦逐漸成為界定世界級機構的根本參考。CSQS揉合每年獲獎公司業個案匯報中策略及商務上的優良守則，逐步提昇服務標準。」

### 顧客服務知識管理推動前線員工

CSQS 的評估分為三個循序漸進的階段，由意圖、實行到綜合。CSQS除了評估該公司的表現到達那一個水平外，還會與行業內其他企業作基準評價，能讓企業確認市場地位，更重要地，CSQS會對顧客服務知識管理作評估，以了解企業如何運用知識管理推動前線員工為客人提供最優秀的服務體驗。



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### CSQS三階段鑒定

這是一個三維認證評分制度。該制度從獨立和相關的角度詳細考慮各方面的因素。**第一階段：外包服務中心；第二階段：積極服務中心；第三階段，策略性商業單位。**

### 有關亞太顧客服務協會 (APCSC) [www.apcsc.com](http://www.apcsc.com)

亞太顧客服務協會(APCSC)成立的信念在於「優質的顧客關係是增強競爭力的唯一方法！」，協會的目標是在亞太區的國際城市推廣優質顧客關係及服務質量。同時透過亞太傑出顧客關係服務獎致力表彰那些為客戶提供出色服務的企業、團體和個人。

### 有關恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理 [www.hld.com](http://www.hld.com)

恒基兆業地產集團物業管理部—偉邦物業管理及恒益物業管理，為集團發展的住宅及商用物業提供一站式財政監管、設施管理、保安清潔及維修保養等服務。目前，偉邦及恒益管理近200個遍及全港的物業項目，合共逾80,000個單位及車位，重點管理項目計有大埔比華利山別墅、何文田京士柏山、港島東嘉亨灣、東九龍翔龍灣、半山聚賢居、將軍澳新都城及馬鞍山新港城等。偉邦及恒益悉力為客戶提供優質服務，表現獲廣泛認同，歷年來迭獲超過1000項國際及本地殊榮，彰顯其在客戶服務、人力資源發展、環境保護及社會服務方面的成就。

### 有關Digital Enterprise Technology (DET)國際會議

香港大學將於二零零九年十二月十四至十六日舉辦Digital Enterprise Technology (DET)國際會議，這會議目的是提供學者和企業家一個向各行各業宣傳在電子商業和數碼企業科技上最新的改革、理論和實踐。

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