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Hong Kong Disneyland Shared Experience in Local Customer Service APCSC held CSQS Roundtable in Henderson Land Group

Hong Kong, China – January 15 2010 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable in Henderson Land Group. The Roundtable, with the theme of **“Enhance Customer Experience Management from Project Management to Customer Engagement”**, has attracted experts and senior managerial level of the Customer Service field from different industries including Finance, Property Management, Information Technology and Insurance to join and had a warm discussion.

Mr. Noble F. Coker, the Vice President of Park Operations of Hong Kong Disneyland, shared the theme park’s experience in Customer Engagement as a multinational national corporate. Prior to entering Hong Kong market, Disneyland has always been emphasizing the interaction between their cartoon characters and customers whose involvement is of importance. However, interest of customers in Hong Kong Disneyland differs greatly. Some of them possess reluctance to have too much involvement or interaction while others have long been dreaming of having direct contacts with their favorite characters. To specifically cope with diversified demand, the Star Guest Program has been launched. In this program, customers are allowed to create their own unique schedule for the visit to the park and have tour guides of their own. They will also be given preferential treatment including priority entrance and seating privileges to select Park shows and attractions and an exclusive meet-and-greet session with two Disney Characters. Since the launch of this program, it is reported that Hong Kong Disneyland’s attendance has increased from March to April last year despite the impact of financial crisis.

Apart from Mr. Noble Coker’s presentation, Mr. Jason Chu, the chairman of APCSC, had a presentation on **“Set an excellent customer service quality standard from Project Management to Customer Engagement”** during the Roundtables. Through the sharing of the success stories and winning strategies of the winning companies of the Customer Relationship Excellence Awards (CRE Awards) from Hong Kong, Taiwan, Singapore, Europe and etc, Mr. Chu explored how to perfectly use the Customer Service Quality Standard to increase the efficiency of Project Management and enhance Customer engagement.

Mr. Chu emphasized, “Facing the deepening financial crisis, challenges and

opportunities, much emphasis may be attached to technical problems resulting in the insufficient understanding of customers' actual needs and wants in managing the execution of large projects. This leads to failure in achieving customers' expectation which greatly diminishes the effectiveness, thus, significantly reducing ROI. Therefore, the Customer Service Quality Standard has become even more important. It helps market leaders to reinforce their leading positions and to integrate their business objectives measured by the balanced scorecard Key Performance Indicator (KPI)s together with their daily business operations controlled by the ISO standards, so that companies are able to define its responsibilities, have better operation procedures and resources management and achieve high ROI." To achieve customer relationship excellence, APCSC has long been committing to develop the service standard and certification program, which help build the foundation and benchmarking of professional customer service in the Asia Pacific Region. Individual and company members are offered corresponding discount in the certification program.

After the presentations, participants from Henderson Land Group, the Hong Kong Airport, the AXA, the CLP, Blue Cross (Asia-Pacific) Insurance Ltd., Grey G2, Harbour City Estates Ltd., Hong Yip Service Co., Ltd., Jones Lang Lasalle, Ocean Park, Salmat VeCommerce, Vitality HR Consultancy Services, Vanke Ltd., Henderson Land Group had a warm discussion sharing their experience together.

This roundtable is held by Henderson Land Group. Henderson Land Group Property Management Department has been awarded the Customer Service Quality Standard (CSQS) site certificate by the Asia Pacific Customer Service Consortium (APCSC). 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. In addition, Henderson Land Group has also been awarded the Best Use of Knowledge Management of the year and Innovative Technology of the year in 2008. The Asia Pacific Customer Relationship Excellence Awards (CRE Awards) 2009 is already the 7th time since 2002. The participants have come from different fields ranging from telecommunication, insurance, logistics to property management, food and beverage and retail. Awarded companies include the Pacific Insurance Co., Ltd, ZTE Corporation, Bank of China (Hong Kong), Standard Chartered Bank, the HSBC Group, Shanghai Forte Land Co. Ltd, HP Corporate, Hong Kong Broadband Network Ltd, the Hong Kong Electric, Sun Hung Kai Properties, Sony Corporation etc. A new Corporate Environmental and Social

Leadership of the year is in this year's application together with the existing 20 company awards.

Facing with the current economics and market, it is agreed on Mr. Chu's suggestion that companies should use the Customer Service Quality Standard to raise the customer service quality, enhance the project management, improve the continuous development of the company, and ultimately, expand the market share.

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**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. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center, Support Services with global education partners and international membership organizations to set Standards World-Wide.

**Best-in-Class Benchmarking Program**

The Benchmarking is an on-going program which allows companies to benchmark their business and service operations, enabling them to identify key market trend, best practices and set investment plans. The benchmarking includes CRM Contact Center and Customer Service Center business performance, as well as areas in which participating companies need attention.

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