



**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2009 Customer Relationship Excellence Awards  
~ The Most Important Asia Pacific Awards of its Kind ~**

Hong Kong, China – June 2nd, 2010 – At the *2010 Asia Pacific CRE Awards Dinner Ceremony*, Asia Pacific Customer Service Consortium (APCSC) has announced the list of **Winners** for the *2009 Customer Relationship Excellence Awards (CRE Awards)*. They are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the Customer Service Quality Standard (CSQS), public webvoting and a final round of judging by a panel of customer relationship excellence experts.

**The goal of the CRE Awards** is to promote service quality and Customer Relationship Excellence in international cities across Asia Pacific and to recognize governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**Mr. Jason Chu, Chairman of APCSC** said, “Customer Relationship Excellence (CRE) Leadership is the way forward! In retrospect, during the financial crisis, the consumer’s rights had been at risk and their interests compromised. Post global financial crisis today, renewed and re-elected leadership on the top across government, financial, and businesses worldwide have been working hard against time and public scrutiny around the globe to learn from the past mistakes to improve their public relationship and efficient services, to respond to the voices of their customers, to restore confidence and trust with their constituents, to re-examine and re-design their systems and processes, to rectify the various root causes so as to prevent future detriment and injustice, and to ensure a transparent policy and sound strategy with long term sustainable growth. CRE Leadership embraces customers to create win-win-win for the organization, employees and customers. The CRE Leaders are ready to accept new challenges and anticipate crisis to turn them into opportunities and reinvent competitive advantages because they have developed the discipline to always take customer complaint as a gift to improve their products and services and furthermore, as an opportunity to strengthen customer loyalty.”

**Mr. Chu** further emphasized, “CRE Leadership is the way forward! Many of the CRE Awards winners this year have demonstrated a strong desire and determination to embrace customer relationship excellence by introducing multiple communication and interaction channels, performance management systems, and operational excellence execution in meeting world class Customer Service Quality Standard (CSQS), setting a greater mission striving to contribute towards corporate social responsibilities and creating a sustainable CRE corporate culture. We are facing fast changing landscapes in business, technology, internet and social media network, and the quickest rebound in the Asia Pacific region with strong GDP growth, consumer spending, institutional investments. In order for Asia Pacific to build a sustainable growth and healthy global economy, both public and private sectors must take up social responsibilities together with sound sustainable green environmental strategy to protect the vast majority of the consumer’s rights and interests with a systematic process and risk management for Customer Relationship Excellence.”

**Mr. Chu** concluded, “CRE Leadership is the way forward! Tonight, you are the CRE Leaders who represent the CRE Leadership Community and set the standards for your respective industry. When most businesses are still finding directions post global financial crisis, you are being recognized with your outstanding team work, service innovation, and pursuit of excellence. It is especially encouraging that you remained focused and determined to take part in the CRE Awards assessment and benchmarking to better yourselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of you Customer Relationship Excellence Awards winners!”

**Mr. Stuart Harrison, Chief Executive Officer of AXA China Region Insurance Company Ltd.** said, " We are honoured to receive three corporate CRE Awards, including Contact Centre of the Year (under 50 seats), Customer Service Centre of the Year (Insurance) and Customer Satisfaction Quality System of the Year (Insurance), and two individual awards (Insurance) for Customer Service Manager of the Year (Contact Centre) and Customer Service Team Leader of the Year (Contact Centre) from APCSC. These awards are encouraging recognition for our continuous effort in meeting our customers' needs and living up to our brand promise of being Attentive, Reliable and Available. The achievements of these awards also confirm our commitment to redefine customer experience in the insurance industry. At AXA, we strive to achieve our ambition to become the preferred company for providing professional and comprehensive financial protection and wealth management services to people in Hong Kong.”

**Dr. Alex Chien, CEO of Department of Customer Service, Chunghwa Telecom** said, “This is the first time that Chunghwa Telecom registers in Customer Relationship Excellence Award 2009 and we are very honored to receive award

in four categories, including 'Contact Center of the Year,' 'Outsourcing Team of the Year,' 'Best Use of Technology of the Year', and 'CEO of the Year'. With 'Focusing on Telecom Industry, Emphasizing on Professions, Enhancing Efficiency and Inspiring Services' as the persistent principles, Chunghwa Telecom dedicates vast endeavor to become the most valuable and trust-worthy Information and Communication Technology (ICT) company. Practicing the Call Center '3Q Customer Service Commitments' (Quality, Quickly and Emotional Quotient), and always being willing to take responsibilities and challenges, we aim to become one world-class contact center and to provide best-in-class customer service with continual innovations and improvements. Through this award, we get to share valuable experiences with business leaders from various fields, and we deeply appreciate the amount of effort Asia Pacific Customer Service Consortium has been putting on promoting CSQS. This award encourages us to proceed with our pursuit of excellence in customer service and customer relationship. Chunghwa Telecom will never cease pursuing excellence and perfection."

**Mr. Suen Kwok Lam, MH, Managing Director of Henderson Land Group** said, "Henderson Land Group Property Management Department – Well Born Real Estate Management and Hang Yick Properties Management are honoured to be awarded 'Corporate Environmental & Social Leadership of the Year' and 'Customer Service Center of the Year' presented by the Asia Pacific Customer Service Consortium. The achievement has fully manifested our continuous commitment to strive for excellence in premium property management services. It is not only served as a proof of customer's recognition, but also a great encouragement to motivate us to attain even better performance."

**Mr. Yeong-ren Chen, Chairperson, Research, Development and Evaluation Committee of Taipei City Government** said, "On behalf of the Taipei City Government, I would like to first express my utmost appreciation to the Asia Pacific Customer Service Consortium (APCSC) for hosting this ceremony and awarding the 1999 Citizen Hotline in recognition of our effort in achieving customer relationship excellence. Through the evaluation of APCSC, I believe that the public is getting to know how much effort the City Government has pooled together in the field of public service. Also, I would like to thank the government employees and private sector partners of the 1999 Citizen Hotline. Without their selflessness and hard work, we could not have won this award. This honor shall further strengthen our belief—Citizen First and Efficient Governance. We will do our best to provide professional and excellent citizen services for all Taipei citizens and tourists in Taipei. Last but not least, the 2010 Taipei International Flora Expo is to be held from November 6th, 2010 to April 25th, 2011. I sincerely invite you to visit Taipei to enjoy this extravaganza."

**Mr. S.S. Yuen, Director of Operations of The Hongkong Electric Co., Ltd.** said, "It is our great honour to have received the 'Public Service of the Year' Award under the corporate category for two consecutive years, plus five Awards under the individual categories in 2009 CRE Awards. These awards are encouraging recognitions of our constant efforts in delivering excellent services to our customers. They are also strong motivations to our frontline team. HK Electric is committed to the continuous pursuit of service excellence. We pledge to deliver ever better quality and more satisfying services to our customers, and will continue to serve them with dedication, care and sincerity."

**Mr. Wu Dong Ming, Managing Director of DHL-Sinotrans** said: "We are most delighted to achieve 'Contact Centre of the Year' and the other three of individual honors awarded by APCSC. As the leading air express company in China, DHL-Sinotrans aligns its business to the customer promise of 'simplifying services' and 'sustainable solutions', builds up and maintains a long-term and stable cooperation relationship with customer. Our excellent service has achieved solid trust from customer end, and further gone beyond their expectation much better. This award is a recognition for DHL-Sinotrans' brand image of offering world-class service, which is also a motivation for us to continuously deliver excellent service in future."

**Mr. Alkin Kwong, Vice Chairman & Chief Executive of Hong Yip Holdings Limited** said, "It is our honor to receive the Consumer Relationship Marketing Service of the Year & People Development Program of the Year (Property Management) from the APCSC. The CRE Awards is proof of our determination on corporate mission "To deliver premier service with ultimate courtesy, managing every property to the highest standard of quality". Employees are our most valued asset. We will continue to place significant emphasis on staff training and personal development through multi-disciplinary trainings, excellent career prospects and remunerations to excel our team's professional standards with a view to delivering eminent service to our customers."

**Dr. Lincoln Chee, Chief Executive Officer of Quality HealthCare Medical Services Ltd.** said, "Quality HealthCare Medical Services Ltd. (QHMS) is honored to receive the Customer Relationship Excellence (CRE) Awards under the corporate category of Best Use of Knowledge Management of the Year (Healthcare), recognizing our outstanding performance in customer relationship by applying and adopting effective knowledge management. We are most delighted and honored to be the recipient of this award. This is a tremendous encouragement and recognition of our dedicated efforts in promoting an active learning corporate culture, and through engaging and empowering our staff to consistently deliver positive service experience for all our customers. I'd like to express my heartfelt gratitude to the efforts of all staff. Going forward, our organization will continue to devote resources into our enterprise knowledge management initiative, improving the system and platform and creating value for both our staff and customers."

**Mr Jesse Lui, Executive Director of Kerry Logistics** said, "Kerry Logistics is honored to receive the Customer Relationship Excellence Awards presented by APCSC in the People Development Program of the Year (Logistics) category. With our home base in Asia and a strong focus on China, Kerry Logistics is committed to deliver the best logistics solutions to make our customers successful. Our people are the vital lifeline of our business and the key contributor to our leading

position in the industry. We create real value for our employees through rewarding careers and encourage open communication and dialogue at every level of the company. We also nurture an environment that enables our staff to develop their entrepreneurial skills and realize their full potential. With our broad geographical network, our staff also has the opportunity to work in different countries allowing them to broaden their horizons and grow with the company.”

**Mr. Dicto Leung, General Manager of Goodwell Property Management Limited** said, “We have the privilege to be awarded the “Best Customer Experience Management of the Year” in the CRE Awards for the third consecutive year. This is a testament to our commitment to the pursuit of service excellence. We always bear in mind that customers’ expectations are ever rising, so continual service improvement is our core philosophy. By adding in innovative service, maintaining a pleasant and exclusive living space as well as providing comprehensive job training for staff, we are determined to live up to if not exceed the expectations of our valuable customers. Thanks to Asia Pacific Customer Service Consortium for the recognition, and certainly to our outstanding Service Team in Celestial Heights!”

**Mr. H.K. Jim, General Manager of Citybase Property Management Ltd** said, “With the mission of providing customer-oriented quality services, Citybase Property Management Ltd exercises our best endeavour to provide a world-class business and living environment and even to exceed customers’ expectations at all times. It is our honour to be recognized and awarded excellent customer service for 3 consecutive years, while be presented Customer Relationship Excellence Award under the category ‘Field Support Team of The Year’ by APCSC this year. The Center, a Grade A commercial building on the Hong Kong Island managed by Citybase is supported by a comprehensive and professional management team. With the synergy of various professional supports such as maintenance, cleaning, security and landscaping and the like, a supreme business environment as well as a harmony relationship with clients is successfully established.”

**Mr. Chee Yaw Chek, General Manager of DHL Express Taiwan** said, “We are very honored to receive four prestigious 2009 Asia Pacific Customer Relationship Excellence Awards, including the Best Contact Center of the Year and Customer Relationship Management Manager of the Year, which recognize DHL Taiwan's superior and professional customer service. DHL views customer service as a key differentiator and has invested in this customer touch point. We are the only one within International Express industry who insists on human response on the 24-7 call center service to answer incoming customer phone calls in Taiwan. DHL Taiwan assisted 2.1 million calls in 2009 with the industry’s consistently shortest waiting time. We will continue to strive to deliver excellence to be our customers' first choice!”

**Mr. Sunny Yeung, Executive Director of Sino Group** said, “Sino Property Services is most encouraged by the receipt of the prestigious CRE Awards this year (Integrated Support Team of the Year). It is a testimony of our continuous commitment to consistently exceeding our customers’ expectations. We attribute our ability to winning our customers’ support to our team’s determination in constantly improving our hardwares, softwares and peoplewares throughout the areas of estates management, security, parking, cleaning, maintenance and premium lifestyle services. The synergy is underpinned by our Company’s core value, which comprise integrity, customer first, teamwork, continuous improvement, preparedness and sense of urgency.”

**Mr. Patrick Poon, Chairman of the operation committee of CPIC Life Co., Ltd.** said, “Endowed with the core value of commitment to business integrity in pursuit of steady growth and performance excellence, CPICLife has provided clients with custom-tailored insurance service, enhanced the customer service quality, and greatly emphasized on customers’ perceptions. Through various communications with customers, CPICLife has deepened the axiom of making commitment with heart and holding responsibility with love constantly. With euphoria and alacrity brimming in my heart, I was initiated with the glad tidings that China Pacific Life had won CRE Awards for the fourth time in a row. The award not only testifies to the public acknowledgement of client-oriented service philosophy of our company, but also vindicates the public approval of the exertion and commitment contributed by the whole service group of China Pacific Life, and even serves as an incentive and appreciation for the service brand of the company! For this, we shall scrupulously abide by the strategic objective of building itself into an internationalized insurance and finance service group focusing on the insurance business, stepping steadily towards a modern financial group with excellent crediting standing, outstanding brand, prudent financial operation and outstanding services and profits so as to do well in the practice and innovation of insurance service.”

**Wing-Dar Ker, General Manager of Microsoft Customer Service and Support, Asia Pacific and Greater China Region (APGC CSS)** said, “As a new entrant to the Customer Relationship Excellence (CRE) Awards, I feel very delighted to see APGC CSS is the winner of both ‘Global Support Services of the Year’ and ‘Customer Satisfaction Quality System of the Year’, thank you Chairman Jason Chu and other judges in the CRE Awards Committee for recognizing what we have done. As the first global technical support center established by a Fortune 500 company in China, our organization was promoted from serving customers from Greater China Region to Asia Pacific Region and is now covering the global scale. Bearing “think globally act locally” in mind and using customer satisfaction as the No. 1 key performance indicator, APGC CSS boasts of over 800 technical talents come from 21 countries and regions in 15 locations across Asia providing comprehensive and diversified services and technical support covering over 100 Microsoft products to consumers, developers, IT professionals, partners and enterprises. It proactively leads and drives sustainable growth of IT services industry by continuously innovating service models and contents, ensuring world-class service experience around the globe while cooperating with local partners within the region.”

**The recipient of this year's CEO of the Year 2009, Ms Ka Shi Lau, Managing Director & CEO of BCT**, said, "At BCT, we live by our motto of commitment, expertise and professionalism (Committed 專注 · Expert 專才 · Pro 專業) because it is our mission to protect, manage and safekeep members' pension assets which we achieve through sound corporate governance, an effective compliance framework and robust internal controls, in addition to integrated risk management. In building a customer-centric, solution driven servicing culture, we care for and motivate our colleagues to share the vision and work towards a common goal: to be the Provider of Choice in the pension and trust industry. Our team strives for product innovation and service excellence in realising our vision. Extending our service scope beyond BCT to serve third agers, we launched BCT Third Age Academy in 2009 to promote lifelong learning and raise public awareness of retirement planning. Every step we take is an imprint for the future and we hope the standards BCT sets will bring about positive change for the community."

**Mr. Stephen Ho, Chief Executive Officer of CPCNet** said, "It's both an absolute delight and a distinct honour for CPCNet to receive the CRE award for three consecutive years running. Striving for service excellence is CPCNet's ongoing long-term pledge to customers. Among others, this promise encompasses three main areas of focus - providing highly efficient solutions for customers, ensuring that the best processes are in place for quality service delivery, and having a team of professional and highly-skilled staff to serve customer needs. Over the years, CPCNet has won numerous awards for technologies, service support and people development, which have recognized our achievements in the above mentioned focus areas. This year, we are extremely proud that a member of our CPCNet family has won the 'CRM Manager of the Year' award. Being awarded this honour further manifests our dedication to providing best-in-class services to our customers in every aspect and we'll continue to strive for the best in customer care in everything CPCNet does."

**Dr. Norman Wai, Managing Director of New World Telecommunications Limited** said, "It is our honour to receive the CRE Awards for 7 consecutive years. The outstanding achievement recognizes of our dedicated effort in customer service. Being a customer-focused company, we will continue to enhance our customer service quality to meet customers' communication needs."

**Mr. James Leung, Deputy CEO of Pricerite Stores Limited** said, "We are very honoured to be awarded the Asia Pacific Customer Relationship Excellence Awards for five consecutive years. As the largest home furnishing specialist in Hong Kong, we uphold our 'People' principle and are committed to our motto – Customers interest always come first. Pricerite is committed to offering value-for-money products and services that exceed customer expectations. To further enhance Pricerite's services, a new corporate identity together with some new concept stores have been launched this year, in association with a series of new products and services to tailor for customers' needs. The Award does not only recognise the quality service of our frontline professionals, it also acknowledges Pricerite's commitment in customer service, and staff training and development. As a leader in the home improvement market, we will continue to strive for better customer service, and actively promote professionalism in retail industry."

**Ms. Mary Huen, Country Head, Consumer Banking, Hong Kong of Standard Chartered Bank (Hong Kong) Limited** said, "I am proud to have 3 of our colleagues named as the CRM Manager of the Year, Customer Service Team Leader of the Year (Service Center) and Customer Service Professional of the Year (Service Center) respectively by the Asia Pacific Customer Service Consortium this year. Being a customer-focused bank, we continuously enhance our service quality to meet customers' banking needs. We are reinforcing this through the introduction of Customer Charter. Our Customer Charter objective is to provide fast, friendly and accurate service and solutions to meet our customers' financial needs, and to recognize our customers' overall banking relationship, enabling us to become the Bank that customers recommend to their friends and colleagues. These 3 CRE Awards are strong testaments of our efforts and marks a significant milestone in our Customer Charter journey"

**Mr. Chen Guo Cong, General Manager of CIBONet** said, "It is our honor to receive the 'Customer Service Team Leader of the Year (Technical Center)' award from the Asia Pacific Customer Service Consortium this year. CIBONet always strives for offering the best solutions to customers with superb service quality. Apart from providing the most professional technical support services to customers, we also devote ourselves to enhancing our customer service quality. This award is not only a recognition to our customer service team, but also to CIBONet's 'Customer-Centric, People-Oriented' vision. It also encourages us to continue our effort in offering the highest level of service quality for maintaining our leading position among the network services providers in the market"

The 2009 CRE Awards winners for different categories are:

### **Corporate Categories**

#### **Corporate Environmental & Social Leadership of the Year 2009 (Property Management)**

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

#### **Public Service of the Year 2009 (Government)**

TAIPEI CITY GOVERNMENT

#### **Public Service of the Year 2009 (Public Utility)**

THE HONGKONG ELECTRIC CO., LTD.

**Best Use of Technology of the Year 2009 (Telecommunications)**  
CHUNGHWA TELECOM CO., LTD.

**Global Support Services of the Year 2009 (ICT)**  
MICROSOFT CUSTOMER SERVICE AND SUPPORT, ASIA PACIFIC & GREATER CHINA REGION

**Consumer Relationship Marketing Service of the Year 2009 (Property Management)**  
HONG YIP SERVICE COMPANY LIMITED

**Best Customer Experience Management of the Year 2009 (Property Management)**  
GOODWELL PROPERTY MANAGEMENT LIMITED - CELESTIAL HEIGHTS

**Best Use of Knowledge Management of the Year 2009 (Healthcare)**  
QUALITY HEALTHCARE MEDICAL SERVICES LIMITED

**Contact Center of the Year 2009 (under 50 seats)**  
AXA CHINA REGION INSURANCE COMPANY LIMITED

**Contact Center of the Year 2009 (under 150 seats)**  
DHL EXPRESS (TAIWAN) CORP.

**Contact Center of the Year 2009 (under 200 seats)**  
CHUNGHWA TELECOM CO., LTD.

**Contact Center of the Year 2009 (above 400 seats)**  
DHL – SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Customer Service Center of the Year 2009 (Insurance)**  
AXA CHINA REGION INSURANCE COMPANY LIMITED

**Customer Service Center of the Year 2009 (Property Management)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

**Integrated Support Team of the Year 2009 (Insurance)**  
CHINA PACIFIC LIFE INSURANCE CO., LTD. ZHENGZHOU CUSTOMER SERVICE CENTER

**Integrated Support Team of the Year 2009 (Property Management)**  
SINO PROPERTY SERVICES

**Customer Satisfaction Quality System of the Year 2009 (ICT)**  
MICROSOFT CUSTOMER SERVICE AND SUPPORT, ASIA PACIFIC & GREATER CHINA REGION

**Customer Satisfaction Quality System of the Year 2009 (Insurance)**  
AXA CHINA REGION INSURANCE COMPANY LIMITED

**Field Support Team of the Year 2009 (Property Management)**  
CITYBASE PROPERTY MANAGEMENT LTD. - THE CENTER

**Outsourcing Team of the Year 2009 (Contact Center)**  
CHUNGHWA TELECOM CO., LTD.

**People Development Program of the Year 2009 (Logistics)**  
KERRY LOGISTICS

**People Development Program of the Year 2009 (Property Management)**  
HONG YIP SERVICE COMPANY LIMITED

### **Individual Categories**

**CEO of the Year 2009 (ICT)**  
ALEX C.C. CHIEN, CUSTOMER SERVICE DEPARTMENT, CHUNGHWA TELECOM CO., LTD.

**CEO of the Year 2009 (Financial Services)**  
LAU KA SHI, BANK CONSORTIUM TRUST COMPANY LIMITED

**CRM Manager of the Year 2009 (Logistics)**  
ANGIE HUNG CHUN MEI, DHL EXPRESS (TAIWAN) CORP.

**CRM Manager of the Year 2009 (Financial Services)**  
CLARENCE YUE CHEE SUM, STANDARD CHARTERED BANK (HONG KONG) LIMITED

**CRM Manager of the Year 2009 (ICT)**  
KEUNG FUNG PING, CPCNET HONG KONG LIMITED

**Customer Service Manager of the Year 2009 (Entertainment – Contact Center)**  
CONNIE CHAN FUNG KWAN, THE HONG KONG JOCKEY CLUB

**Customer Service Manager of the Year 2009 (Insurance – Contact Center)**  
LAW PAK CHEUNG, AXA CHINA REGION INSURANCE COMPANY LIMITED

**Customer Service Manager of the Year 2009 (Logistics – Contact Center)**  
BETTY LIANG YUE, DHL – SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Customer Service Manager of the Year 2009 (Public Service – Contact Center)**  
FION LAU SUET FAN, THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Manager of the Year 2009 (Retail – Service Center)**  
WAN WING KWOK, PRICERITE STORES LIMITED

**Customer Service Team Leader of the Year 2009 (Entertainment – Contact Center)**  
JOE CHAN CHI HUNG, THE HONG KONG JOCKEY CLUB

- Customer Service Team Leader of the Year 2009 (Insurance – Contact Center)**  
MAK CHING TING, AXA CHINA REGION INSURANCE COMPANY LIMITED
- Customer Service Team Leader of the Year 2009 (Logistics– Contact Center)**  
EMILY HE MIN YI, DHL – SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Customer Service Team Leader of the Year 2009 (Public Service – Contact Center)**  
GINNIE CHAN KIT HA, THE HONGKONG ELECTRIC CO., LTD.
- Customer Service Team Leader of the Year 2009 (Banking– Service Center)**  
SUKI TO KIT SUM, STANDARD CHARTERED BANK (HONG KONG) LIMITED
- Customer Service Team Leader of the Year 2009 (Retail – Service Center)**  
LIN KEUNG MING, PRICERITE STORES LIMITED
- Customer Service Team Leader of the Year 2009 (Internet Service Provider – Technical Center)**  
LI WEN YIN, CIBONET COMPANY LIMITED
- Customer Service Professional of the Year 2009 (Logistics – Contact Center)**  
MARGARET LIAN GUI HUA, DHL – SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Customer Service Professional of the Year 2009 (Telecommunications – Contact Center)**  
OLGA MOK YIM YING, NEW WORLD TELECOMMUNICATIONS LIMITED
- Customer Service Professional of the Year 2009 (Public Service – Contact Center)**  
SUNNY PANG WAI KWONG, THE HONGKONG ELECTRIC CO., LTD.
- Customer Service Professional of the Year 2009 (Banking – Service Center)**  
MAK KA MAN, STANDARD CHARTERED BANK (HONG KONG) LIMITED
- Customer Service Professional of the Year 2009 (Retail – Service Center)**  
CHUNG WAI MAN, PRICERITE STORES LIMITED
- Merit - Customer Service Team Leader of the Year 2009 (Contact Center)**  
CAROL HSIAO YI MEI, DHL EXPRESS (TAIWAN) CORP.
- Merit - Customer Service Team Leader of the Year 2009 (Contact Center)**  
BARBIE CHEUNG PO MING, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Team Leader of the Year 2009 (Contact Center)**  
CANDY YEUNG LAI HING, THE HONG KONG JOCKEY CLUB
- Merit - Customer Service Professional of the Year 2009 (Contact Center)**  
JESSICA LIAO LING SZU, DHL EXPRESS (TAIWAN) CORP.
- Merit - Customer Service Professional of the Year 2009 (Contact Center)**  
JACK WONG KA KIT, NEW WORLD TELECOMMUNICATIONS LIMITED
- Merit - Customer Service Professional of the Year 2009 (Contact Center)**  
ROY LO CHUEN HING, NEW WORLD TELECOMMUNICATIONS LIMITED
- Merit - Customer Service Professional of the Year 2009 (Contact Center)**  
GIGI LAW WING YI, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2009 (Contact Center)**  
VICKY MAN KWAN YEE, THE HONGKONG ELECTRIC CO., LTD.

Past CRE Awards winners, market leaders are invited to speak at the APCSC CRE & CSQS Leadership Summit with CEO Luncheon Forum on June 1-2, 2010. The Leadership Summit is an International Conference for leading companies to exhibit and showcase CRE, CSQS, KM and CRM best practices, business cases keynote by industry authorities and CEO from the Customer Relationship Excellence Leadership Community.

**Asia Pacific CRE Awards Organizer:**

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

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of *“Customer Relationship Excellence 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 governments, 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 with global education partners and international membership organizations to set World-Wide Standards.

**About Customer Service Quality Standard (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 customer centric service organizations and centers that excel in customer relationship excellence. 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 roadmap and directions for transforming an organization into a customer-centric unit.

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**For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**