



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
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FOR IMMEDIATE RELEASE

APCSC Presents People Site Certification to Dao Heng Insurance Co., Limited

HONG KONG, CHINA – March 9, 2004 – APCSC officially presents **Dao Heng Insurance Co., Limited** with the **People Site Certification** in recognition of their on-going commitment in providing World-Class Customer Service.

The People Site Certification is awarded to organizations that have over ninety percent of their Customer Service and Call Center staff certified under APCSC’s Global Certification program, which includes *Certified Call Center Manager (CCCM)*, *Certified Call Center Supervisor (CCCS)* and *Certified Call Center Professional (CCCP)*.

“This is a proud moment for Dao Heng Insurance as well as APCSC”, said *Mr. Jason Chu, Chairman of APCSC*. “It gives me great pleasure in presenting the People Site Certification to Dao Heng Insurance. I have personally met with all of their Customer Service staff and I know they have all invested a great deal of time and effort in giving their customers what they need – World Class Customer Service!”

Mr. Harry Wong, General Manager of Dao Heng Insurance commented, “This is indeed a special moment for Dao Heng Insurance and our Customer Service staff. We are extremely proud of being the first company in Hong Kong from the Insurance sector to receive such recognition through the People Site Certification. We place a very special emphasis on training our people to enable them to meet and exceed our customers’ expectations and to be qualified under the Certification standard. This is a great reward to our staff, who have contributed to the success of the development of the call center.”

The People Site Certification is offered free of charge and is renewed on an annual basis, provided that ninety percent or more of the staff remain certified under APCSC’s Global Certification program.

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In addition to the People Site Certification, APCSC has also introduced the CSQS – a 360 degree **Customer Service Quality Standard**. APCSC is inviting leading organizations to participate as a committee member and to contribute to the development of the standard. Please check <http://www.apcsc.com> for more information.

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 service quality, best practice compliance and performance of the customer service operation. It is the highest certification that is awarded to call centers and customer service organizations that excel in customer relationship excellence.



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

Asia Pacific Customer Service Consortium (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 Call Center, Help Desk and Customer Service Management with global education partners and international membership organizations to set World-Wide Standards.

**For Global Certification Program, People Site Certification, CSQS or Press enquiries or interviews, please contact Mr. Paul Hilton via tel: +852 2174 1428. Press releases are also available by email, kindly send requests to: [paul@apcsc.com](mailto:paul@apcsc.com)**

**Dao Heng Insurance Co., Limited (“DHI”)**

DHI was established in Hong Kong in 1973. It is a wholly owned subsidiary of Guoco Group Limited, a listed company on the Main Board of The Stock Exchange of Hong Kong Limited. DHI offers a wide range of general insurance products, including personal insurance products and medical insurance. For further information, please visit DHI’s website at [www.daohenginsurance.com](http://www.daohenginsurance.com) or contact Ms. Fanice Yeung via telephone, fax or email.

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