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NEWS RELEASE

Best Practice Sharing by APCSC in Singapore

Singapore – March 30, 2007 – During the CSQS Roundtable, Mr. Jason Chu, Chairman of APCSC shared the best practices from the *Customer Service Quality Standard* (“CSQS” or “**The Standard**”) in developing a *Balanced Scorecard for Customer Relationship Excellence* to managers, senior business executives and market leaders from retail, banking, telecom, hospitality and government public service sectors in Singapore. The theme of the CSQS Roundtable was “*Best Practice Sharing by APCSC*”, jointly organized by *Asia Pacific Customer Service Consortium* (APCSC) and *SPRING Singapore*,

Mr. Jason Chu, Chairman of APCSC addressed senior executives from service quality, customer service, operations, human resources, government agencies with best practices of past Customer Relationship Excellence Awards (CRE Awards) winners that have established effective and high performance Customer Service Quality Standard (CSQS) and Systems in place where the companies are able to better integrate the Balanced Scorecard and ISO9000 to drive strategic planning, organization effectiveness and process integration in achieving both service and relationship excellence.

The CSQS embraces and integrates *the balanced scorecard* management system and the *ISO9000* quality management system to provide an execution roadmap for transforming an organization into a customer centric *strategic business unit*. The CSQS provides a world class framework for strategic planning, implementation, organization integration and drives organizational *Customer Services Knowledge Management* (CSKM) infrastructures to comply with the CSQS Standard. APCSC and the researchers from the University of Hong Kong have embarked on the business case research and write up of successful CSQS implementation by market leaders to create business insight on customer relationship excellence for university education, academic journals and business review.

Ms. Sandra De Zoysa, Head of Customer Service & Contact Management of Dialog Telekom Limited, also presented the topic “*Dialog Telekom Experience – Attaining Customer Service Quality Standard*” sharing the rationale behind Dialog's evaluation and selection process of the Customer Service Quality Standard (CSQS), the accreditation process, CSQS audit framework, gaps that were addressed, challenges that were overcome and business results after implementation of the Standard.

The CSQS is supported by The *Standards Committee* that comprises of leading companies throughout the region. 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 customer service quality management system, best practice compliance and performance of the critical success factors for customer centric service organizations that excel in customer relationship excellence. The Customer Relationship Excellence (CRE) Awards has adopted the advanced service model set out in the *Customer Service Quality Standard* (CSQS) as judging criteria.

The CSQS is essential for a more mature service industry in the Asia Pacific region and the growing need for a dedicated standard that addresses the key aspects within the Customer Service and Call Center operation. The Standard will accelerate the maturity and professional development in particular the organizational effectiveness and integration of customer service, call center and quality of outsourcing service sector. It is one of the most advanced customer service quality management model integrating the latest business management practices and researches to drive service departments towards strategic business unit delivering market competitive advantages.

During the CSQS Round Table, Mr. Chu also announced the upcoming *Customer Relationship Excellence and Customer Service Quality Standard Summit (The Summit)* and introduced the *International CRM, CIS & Service Symposium (The Symposium)*, both to be held **on July 5-6, 2007, Hong Kong** to advance service and business performance.

The Summit is a regional conference with keynote presentations by world class leading companies, CRE Awards finalists, past winners, and quality experts of the Leadership Community to exhibit and showcase business strategies, customer relationship excellence business cases, and latest quality management systems for customer oriented companies. (www.apcsc.com/cresummit)

The Symposium provides an international knowledge management network organized from an interdisciplinary perspective for senior business executives, CRM/CIS experts, academic and postgraduate researchers to share and build knowledge about customer relationship management, customer information system and service. The Symposium is organized in conjunction with the *International Customer Service Paper and Project (ICSP) Awards* dedicated to develop best practices and insights from business case projects, advance knowledge from research, and build professional customer service business competence in the region. (www.apcsc.com/symposium)

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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 through the Customer Relationship Excellence Awards.

**About SPRING Singapore [www.spring.gov.sg](http://www.spring.gov.sg)**

SPRING Singapore's mission is to enhance the competitiveness of enterprises for a vibrant Singapore economy. We work to nurture a pro-business environment that encourages enterprise formation and growth; facilitate the growth of industries; enhance productivity and innovation and capabilities of enterprises; and help increase access to markets and business opportunities.

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For press interviews and CRE Awards, Summit, Symposium participation and sponsorship, please contact Ms Stella Lau by tel: (852) 2174-1428 or email: enquiry@apcsc.com