



Winning Speech for the CSQS Certification Ceremony Ann Chong, Customer Service Manager, Pacific Satellite International Ltd

Ladies & Gentlemen!

There is a famous saying by Andy Lau on a TV advertisement “Service like this just isn't good enough.” This illustrates the fact that the general public has a higher expectation towards the customer services from various organizations or companies nowadays. Many companies and institutions hope to attract more new customers as well as retain the existing customers by providing first class customer service. By participating in the Customer Service Quality Standard (CSQS) Certification Program, we would like to take this as the opportunity to have a complete and thorough review at our Customer Service department, as well as construct the blueprint for the plan of improving our existing Customer Service.

“To improve ourselves, to advance the standard” is our belief for participating the CSQS Certification Program.

Pacific Satellite International Ltd was established in 1989, after 16 years of operation, most of the staff will use their own experience to resolve the problems. A proper knowledge management system was not yet in place. In order to advance the customer service quality, we decide to make a change in the simplest way, which will not cost a lot of administration work. After the information and the experience that we learn from various projects has been tidied up and properly recorded, the team can share the information and can use them for future reference.

“Change your attitude before changing the system” is something I learn from participating in this program.

At first when the staff know that we have to participate this project, the feedback is not that positive. Most of them also feel that “it is none of my business”, some even think it is waste of effort. Facing this kind of negative feedback, as the key facilitator, I also felt a bit frustrated and thought about to giving up too. Because if we just change the system abruptly while the staff do not really believe in it, they will just do it without bringing back the most effective result. The only way to convince my staff to accept this change is to start the change by myself. In the past, I always failed to attend the daily operation meeting because of other work I had to do. However, I will insist to have a weekly meeting with all the team leaders and even a morning briefing with all the technicians everyday. The staff gradually realize this kind of change will able to help them to work more efficiently and so they start accepting the changes.

“We care about our customers; Our Creativity, Your Solution” is the motto of Pacific Satellite and our promise to the customers. By participating the CSQS program, it is a clear indication that we are committed to advance the customer service quality and this is not just an empty slogan. Thank You!

獲頒優質顧客服務標準 (CSQS) 認可證書演講詞 客戶服務經理莊笑英小姐 - 栢衛通訊器材有限公司

各位來賓您好!

劉德華先生早前的一句“今時今日, 咁既服務態度係唔夠既?” 就正好點出大眾對於客戶服務的要求日漸提高, 各個企業單位亦希望憑著優質的客戶服務, 在招攬新客戶之餘, 亦能與舊有客戶保持良好的關係。本公司希望透過參加優質顧客服務標準 (CSQS) 的認可證書計劃, 對公司的客戶服務部作一次完整、全面的審視, 同時亦能有系統地建構一套提昇、優化本公司客戶服務的計劃藍本。

“改善不足, 提昇水平” 是我們參加此計劃的信念。

栢衛通訊器材由 1989 年成立至今, 已經有 16 年的歷史。公司內部的工作程序已經依照慣例的進行, 各員工都只是憑著經驗去解決問題, 欠缺一個完善的知識管理系統。為著提昇服務的質素, 我們決定要作出改變, 以最簡單及不會增加大量文書工作的辦法, 將日常工作中獲取的資料及經驗加以整理及作紀錄, 好讓部門內有關的同事也能參考該等資料, 應用於其他的項目中。

“改變制度先要改變態度”是本人在參與此劃中的一個重要領悟。

最初當員工獲悉公司要參加此項計劃, 反應好壞參半。大多採取“好少理”的心態, 少數更認為這是浪費人力物力之舉。面對這些回應, 作為這個計劃的負責人有時也會感到沮喪, 也會想過放棄。因為即使將部門的運作模式硬改過來, 但員工並不認同而只是因循而行, 也不會帶來顯著的效果。唯一可以說服員工改變的方法, 便是以身作則。從前本人可能因為工作忙, 一次又一次把與各小組隊長開會推遲甚至取消, 但現在卻會堅持進行每周之工作匯報例會, 每天早上與技師們來一個簡短的交流討論。漸漸員工也體會到這些改變對其工作也有幫助, 也很樂意合作並作出轉變。

“栢衛服務, 與您同步; 創新科技, 全心為您”是本公司的宗旨及對客戶的承諾。參與是次的優質顧客服務標準認可計劃, 已表明本公司對提昇客戶服務的決心, 而不是一個念在咀邊的口號。

多謝大家!



Testimonial for CSQS Program

**Joseph Yeung, Managing Director
Pacific Satellite International Ltd**

Pacific Satellite has always led the market in terms of developing and deploying new technologies. Whether it is the latest satellite communication, broadband technologies or digital TV set-top boxes, we always bring the best and the latest to the market and our customers. Providing maintenance and customer services to our customers is natural extension of our business, however, in the past our approach were more of solving technical problems and making sure the system works for our customers. We were less aware of the total customer service requirement and did not integrated the customer service function as an intrinsic part of our total business strategy.

After we joined the CSQS Program, we have benefited a lot from it. We had not only updated with the latest customer service concept and techniques, the CSQS consultants helped us to identify areas for improvement, such as internal department communication, inter-department communications, and performance tracking. We further enhanced our CRM system by more integration with other operating systems. Our Customer Service team now gets more results from regular review meetings with a positive-thinking approach. I am seeing increase of our service incomes, and more important I am seeing improvement in employee morale, as well as the growth of our customer satisfactory level.

優質顧客服務標準 (CSQS) 認可計劃推薦書

**楊超明, 集團董事
栢衛通訊器材有限公司**

栢衛通訊器材在技術研究與應用方面，均在同業市場中佔著領導地位。不論是衛星通訊、寬頻科技或數碼電視機頂盒的研製，我們都經常將最先進的技術與產品帶給客戶。提供維修保養及相關的客戶服務便成為本公司的一個附帶業務，但公司一直都將精力投放於為客戶解決技術性問題及確保系統運作良好方面，並沒有關注到全面優質的客戶服務之重要性，也沒有將此納入為商業策略中的重要環節。

栢衛通訊器材在參加優質顧客服務標準 (CSQS) 認可計劃後獲益良多。除了獲得最新的客戶服務概念或技巧的資訊，CSQS 的顧問更會指出本公司需要加以改善的地方，如加強部門內或跨部門的溝通，及進行部門表現紀錄等。我們亦加強了客戶關係管理系統的功能，並與其他公司內部系統整合。現在員工都懷著積極正面的態度參與每周例會，會議成效自然更為顯著。

除了公司業績有所增長，本人認為員工士氣得以改善、客戶對本公司服務更感滿意是最為重要的。

