

For Immediate release

Hong Kong Broadband Network wins multiple customer service and contact center awards

The only local telecom service provider nominated to receive Asia Pacific Contact Centre Association Leaders Recognition Award

(Hong Kong, 30 October 2013) Hong Kong Broadband Network Limited (“HKBN”) has won 22 customer service and contact center awards at 2013 HKCCA Awards presented by the Hong Kong Call Centre Association (“HKCCA”), including Mystery Caller Assessment Gold Award and Best Contact Centre in Quality Assurance Bronze Award. Following these awards, HKBN will also be the only telecom service provider from Hong Kong to be nominated to receive the Asia Pacific Contact Centre Association Leaders (APCCAL) Recognition Award in Seoul, South Korea in mid-November. This demonstrates that HKBN has achieved an outstanding level of performance in customer service.

Presently, HKBN offers premier telecommunications service to over 1.4 million subscribers. To ensure reliable and quality customer service, HKBN strives for continuous improvement on quality monitoring system and work processes, and requires all customer service representatives to attend training to understand customer and market needs. The Awards again acknowledged the company’s effort in providing quality customer service. HKBN will keep striving for excellence to realize the company’s core purpose of “Make Our Hong Kong a Better Place to Live”.

William Yeung, CEO of HKBN, said, “To ensure top quality customer service at all times, we keep making improvements and set high standard for quality management. With a strong team spirit, we pay heed to value quality management, and seek to closely monitor our service quality to ensure our processes and procedures align with company’s core purpose and values. Unlike many other companies, we insist on running our own call center to maintain the highest standards of service quality under strict supervision.”

HKBN and winners from the other industries will represent Hong Kong to showcase Hong Kong’s top quality customer service to the Asia Pacific through the APCCAL arena, in Seoul, South Korea.

Sidney Yuen, Chairman of APCCAL and 2013 HKCCA Awards, said, “The awards are to recognize the best of the best in the industry, and to encourage the industry players to raise overall performance standards. In the competitive market, HKBN strictly follows the service rules to maintain a high level of service standard which has established a good model for others in the market.”

Established in 1999, the Hong Kong Call Centre Association Awards aim to recognize the outstanding customer service representatives in the industry. Award candidates are judged based on key skills such as workflow management, level of customer satisfaction, sustainable improvement and overall performance. Before reaching the final judging stage, participating companies are required to go through the process of report submission, interview, on-site observation as well as mystery callers' assessments.

HKBN's 22 awards include:

- **Mystery Caller Assessment Award Gold Award**
- **Best Contact Centre in Quality Assurance Bronze Award**

And 20 individual awards:

- Outbound Contact Centre Team Leader of the Year (Southern China) **Gold Award**
- Outbound Contact Centre Team Leader of the Year (Southern China) **Silver Award**
- Contact Centre Quality Assurance Professional of the Year **Silver Award**
- Inbound Contact Centre Agent of the Year **Bronze Award and Merit Award** (Total awards: 2)
- Outbound Contact Centre Agent of the Year **Bronze Award and Merit Award** (Total awards: 5)
- Outbound Contact Centre Manager of the Year **Bronze Award and Merit Award** (Total awards: 2)
- Outbound Contact Centre Team Leader of the Year (Southern China) **Bronze Award and Merit Award** (Total awards: 6)
- Contact Centre Quality Assurance Professional of the Year **Merit Award**
- Inbound Contact Centre Team Leader of the Year (Southern China) **Merit Award**



Recognized for excellence in customer service, HKBN proudly won 22 awards in the HKCCA Awards, including Mystery Caller Assessment Gold Award and Best Contact Centre in Quality Assurance Bronze Award

About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited (“HKBN”) is a leading broadband service provider with a core purpose as to “Make our Hong Kong a Better Place to Live”. HKBN has most residential high-speed broadband subscriptions of symmetric 100 Mbps and above in Hong Kong, offering a diversified portfolio of innovative products in broadband and Wi-Fi access, communication and entertainment to over 1.4 million subscribers. Being the owner and operator of one of the biggest fiber optic networks in Hong Kong, HKBN provides premier telecommunications services to both business and residential markets, and has established a solid market position for sustaining growth and success.

HKBN takes great pride in developing its 2,600-strong Talent force into a competitive advantage. In May 2012, the company underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 79 HKBN managers.

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Issued by Hong Kong Broadband Network Ltd

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