

**PCCW Teleservices Awarded  
"Best China Call Center" by The China Federation of IT Promotion**

**HONG KONG and DUBLIN, OHIO – August 16, 2011** – PCCW Teleservices is pleased to announce its recognition in the 9th Annual China Call Center Industry Forum and Best Chinese Customer Contact Center & Managers Awards, ceremoniously held in Lijiang, Yunnan Province, PRC. Cathay Pacific Loyalty Programmes' Beijing Call Center (CPLP BCC) operated by PCCW Teleservices was awarded both "Best China Call Center" and "Best China Call Center for Individual Customers" (2010-2011).

The 9th Annual China Best Customer Contact Center & Managers Awards 2011 were evaluated and selected by the China Federation of IT Promotion (CFIP), aiming to recognize the most outstanding call centers and customer care organizations.

As a nationwide, cross-industry and cross-department organization dedicated to information communication and IT promotion, CFIP was established with government approval in 2002. Members of CFIP comprise various enterprises and professional associations at home and from abroad.

Over ten Chinese call center industry experts, including Lv Keqin, Vice President of UBM Technology China (President of ICMI China), Liu Xianjun, Deputy Chairman & Secretary-general of CFIP, Min Chengzhong, Senior Business Development Manager of SBABS, Li Nong, Vice President of application and solutions of Avaya China, Lan Yimin, Deputy General Manager of Remote Customer Contact Center of China Merchants Bank, attended the award ceremony and delivered keynote speeches as honored guests.

CPLP BCC was the only center awarded "Best China Call Center for Individual Customers" (2010-2011). In addition, several large multinational corporations from China and abroad, including CPLP BCC, Guosen Securities, Lenovo, Haier, Volkswagen, DHL, TNT, were awarded "Best China Call Center" (2010-2011). CPLP BCC has been outsourced to PCCW Teleservices since October 2008. Leveraging on PCCW Teleservices' customer care services with a high level of specialization and localization, Cathay Pacific Loyalty Programmes Ltd. has the objective to become the number one Frequent Flyer Programme in China. For more information about the awards, please visit: <http://awards11.icmichina.cn/index.html>.

## **About PCCW Teleservices**

PCCW Teleservices, a subsidiary of PCCW Limited, offers clients world-class, global contact center and BPO services in all facets of voice and non-voice customer service, technical support, sales, retention, and other business processes. Operating a global network of multi-channel contact centers, PCCW Teleservices provides support in languages to covering over half of the world's population. PCCW Teleservices is consistently ranked among the world's leading contact center service providers. With over 6,000 agent positions in the United States, mainland China, Hong Kong, Panama, and the Philippines. PCCW Teleservices provides local and multinational companies a wide array of skills to service more than 35 million customer contacts annually. To learn more, please visit us at [www.pccwteleservices.com](http://www.pccwteleservices.com), or call us at +1-800-856-6768 (Americas) or +852-2888-3636 (Asia).

## **About PCCW Limited**

PCCW Limited (SEHK:0008) is the holding company of HKT Group Holdings Limited (HKT), Hong Kong's premier telecommunications provider and a world-class player in Information and Communications Technologies. PCCW also holds a majority interest in Pacific Century Premium Developments Limited, and overseas investments including the wholly-owned UK Broadband Limited. As the provider of Hong Kong's first quadruple-play experience, PCCW/HKT offers a range of innovative media content and services across four platforms – fixed-line, broadband Internet access, TV and mobile. In addition, the Group meets the sophisticated needs of the local and international business community, while supporting network operators with cutting-edge technical services and handling large-scale IT outsourcing projects for public and private sector organizations. To learn more about PCCW and HKT, please visit [www.pccw.com](http://www.pccw.com).

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