



Customer Management Awards 2006

FOR IMMEDIATE RELEASE

THE CUSTOMER MANAGEMENT AWARDS 2006 FINAL AWARD WINNERS

China Shanghai, January 31, 2007 The 5th Customer Management Awards election has been successfully completed in January 2007. The Awards program aims at recognizing organizations' effort and achievements in customer management practices. A total of 7 winners in different awards categories have been elected this year for their distinguished success.

Customer Experience – B2B – AIR FRANCE

Customer Experience – B2B – Bertelsmann Direct Group Direct Services

Customer Experience – Contact Centre – Ping An of China (Greater China)

Customer Experience – Contact Centre – dopod Communication Corp. (Mainland China)

People Award – Manulife-Sinochem Life Insurance Co., Ltd.

Process Award - Shanghai Volkswagen Automotive Co., Ltd.

Strategy Award – New China Life Insurance

How the winners were elected

The whole election process takes 6 months to complete. From which, it goes through the stages of open nominations, initial screening, final shortlists, submission of a 5,000 words case study report and meeting with the Panel Judge Pool in January 11-12, 2007 in Shanghai.

The CRMBodyCheck and The Customer Management Framework are being used as the judging criteria throughout the election process. The methods offer 27 measures in 8 key areas: Customer Value, Customer Insights, Strategy, People, Process, Technology, Touch-point and Experience.

The Panel Judge Pool is formed by over 30 Global Advisors representing different industries and domain of expertise.



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The Award Presentation Dinner

The Award Presentation Ceremony will be held on April 6, 2007 during the “China Customer Management Forum 2007”, an annual industry event jointly organized by GCCRM and GRMGuru.com, at Shanghai International Convention Centre. The Award Winners will share their winning cases with all participants in the Forum. For details of the Forum and Awards Dinner, please see <http://forum.gccrm.com>

About GCCRM

GCCRM is an independent customer management organization founded in 2001. Through evaluation, enhancement and benchmark with best practices, GCCRM helps to roadmap organizations’ customer management success - where they are, where to go and how to get there. GCCRM offers trainings, certificate programs, research and methodologies in the domain expertise of CRM / CVM / CEM. GCCRM also runs a bilingual portal www.gccrm.com with 93,000+ members all over the world.

About The Customer Management Awards

The Customer Management Awards (previously named as Best CRM Practice Awards) program is a widely recognized award for the CRM and business community. It has been launched since 2002 on an annual basis. The key objective is to enhance the standard of customer management through benchmarking with best practices. Every year, the winning enterprises share their success experiences through case studies, public speeches and publications in major regional media and marketing channels.

For media enquiry

Please access Awards logo via the following link:
<http://awards.gccrm.com/eng/Awardslogo.html>

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