



## Customer Management Awards 2007

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FOR IMMEDIATE RELEASE

# THE CUSTOMER MANAGEMENT AWARDS 2007 FINAL AWARD WINNERS

**China Shanghai, March 28, 2008** The 6<sup>th</sup> Customer Management Awards election has been successfully completed. The Awards program aims at recognizing organizations' effort and achievements in customer management practices. The Awards Presentation Ceremony of "Customer Management Awards 2007" is held on March 28 at New Asia Ballroom, InterContinental Pudong Shanghai. A total of 6 winners in different awards categories have been elected this year for their distinguished success.

Customer Management Strategy Awards (Asia Pacific)

— **Dialog Telekom PLC**

Customer Management Strategy Awards (Mainland China)

— **Shanghai Wyeth Nutritional Co., Ltd.**

Customer Management Technology Awards (Mainland China)

— **SHANGHAI VOLKSWAGEN**

Vendor Partner Supporting Awards for SVW

— **G2-China**

Call Center Customer Experience Awards (Asia Pacific)

— **Costa Crociere S.p.A**

Vendor Partner Supporting Awards for Costa

— **800 TeleServices (Shanghai) Marketing Consulting Co., Ltd.**

Call Center Customer Experience Awards (Mainland China)

— **Shanghai Wyeth Nutritional Co., Ltd.**

Customer Management Technology Awards (Asia Pacific)

— **Dialog Telekom PLC**

Online Customer Experience Awards (Mainland China)

— **SHANGHAI VOLKSWAGEN**

Retail Customer Experience Awards (Asia Pacific)

— **Dialog Telekom PLC**



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### **How the winners were elected**

The whole election process takes 6 months to complete. From which, it goes through the stages of open application, initial screening, final shortlists, submission of a 5,000 words case study report in January, 2008 in Shanghai.

The CMBodyCheck and The Customer Management Framework are being used as the judging criteria throughout the election process. The methods offer 12 measures in 4 elements: Insight, Strategy, Capabilities and Execution.

The Panel Judge Pool is formed by 18 Global Advisors representing different industries and domain of expertise.

### **About GCCRM**

GCCRM strives to help companies create effective customer experience. Since 2001, GCCRM develops customer value and customer experience management methodologies and tools, including the Branded CEM Method and the experience-centric X-VOC research.

GCCRM runs a bilingual website [www.gccrm.com](http://www.gccrm.com) serving 113,000 business professionals globally, an annual Customer Management Forum, an annual Customer Management Awards program, and a Customer Management Professional Club, providing platforms for knowledge transfer, business networking and career enhancement.

### **About The Customer Management Awards**

The Awards program was first launched in 2002 with an aim to help promoting the development of Customer Management. It is acknowledged as an excellent platform to provide recognition, sharing and learning opportunities for industry practitioners of different disciplines and industries.

### **For media enquiry**

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