My Star Job (11-12-12)

mystarjob
Do what you love

DYXnet Group Awarded Person-to-Person Telemarketing Code of Practice Certification for Two Consecutive Years

Recognizing the Group's Achievement in Providing Premier Contact Centre Outsourcing Service

HONG KONG, Dec. 11, 2012 /PRNewswire/ -- DYXnet Group, Greater China's leading ICT (Information and Communications Technology) service provider has been awarded Person-to-Person (P2P) Telemarketing Code of Practice (CoP) Certification by the Hong Kong Call Centre Association (HKCCA) for two consecutive years, representing its achievement in providing premier contact centre outsourcing services is well-recognized. The P2P Telemarketing CoP Certification Presentation Ceremony cum Christmas lunch will be held today and the Group's management is invited to attend and share the joy with other winners.

Mr. Lap Man, Founder & CEO of DYXnet Group, stated, "We are honored to be awarded with the P2P Telemarketing CoP Certification for two consecutive years. Telemarketing is a double-edged sword in assisting the enterprises to do product or service promotion. On one hand, it can help extend the reach of customers, generating more businesses and improving efficiency. However, on the other hand, it might have negative effects on the company's revenue and ruin the company's brand if the telemarketers performed inappropriately or delivered inaccurate messages to recipients. With the introduction of P2P Telemarketing CoP, it greatly helps the contact centre industry to strengthen its self-governance and its service quality."

My Star Job (11-12-12)

Since joining the CoP in June 2011, DYXnet Group has undergone a strict review and a thorough check for services jointly conducted by the HKCCA and the Hong Kong Quality Assurance Agency (HKQAA). This process has established the Group's strong presence in the contact centre outsourcing industry and endorsed its best-of-breed telemarketing service.

HKCCA took the lead in developing the P2P Telemarketing CoP, together with several key local telemarketing companies, in a bid to address public concern about the use of unsolicited electronic information and to improve the performance of telemarketing services. In order to enhance the service skills of front-line staff, HKCCA offers free training programs to telemarketing companies that are qualified for the certification. After a strict review, HKCAA and HKQAA have selected 16 organizations from banking, insurance, telecommunications, education, and contact centre outsourcing sectors to be awarded with the certifications this year.