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DYXnet Wins Person-to-Person Telemarketing Code of Practice Certification

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Demonstrating The Group's Capability to Provide the Best-of-breed Contact Centre Outsourcing Service

HONG KONG, Jan. 19, 2012 /PRNewswire-Asia/ -- **DYXnet**, Greater China's leading ICT (Information and Communications Technology) service provider today attended **Person-to-Person Telemarketing Code of Practice (CoP) Certification** Presentation Ceremony which was organized by the Hong Kong Call Centre Association (HKCCA) and became one of the first batch companies to win official **certification**, demonstrating the Group's capability to provide the best-of-breed contact centre outsourcing service.

"We were very pleased to participate in the **certification** presentation ceremony, and honoured to be among the first batch of practitioners to obtain the **person-to-person telemarketing CoP certification**," said Lap Man, Founder & CEO of **DYXnet**. "In today's competitive business world, **telemarketing** has become an essential promotion tool for enterprises to expand their business, improve efficiency and increase revenue. The launch of HKCCA's **Person-to-Person Telemarketing CoP** is a landmark in the contact centre industry to strengthen its self-governance and improve its service quality. As one of the first batch companies to be certified, and as an industry's pioneer, **DYXnet** will strictly abide by the CoP and continue to provide high quality services to lead the development of the contact centre outsourcing industry."

DYXnet's contact centre outsourcing business has been experiencing sustained growth, and has become one of the Group's core businesses. The Group enjoys a high reputation within the industry for its professional service quality and ethics. Currently, **DYXnet** has many well-known international and local customers across a wide range of industries including banking and insurance, restaurant chains, logistics and education. Since joining the CoP in June 2011, **DYXnet** has undergone a strict review and a full range of services check conducted jointly by the HKCCA and the Hong Kong Quality Assurance Agency (HKQAA). This process established the Group's benchmark position within the contact centre outsourcing industry and endorsed its best-of-breed **telemarketing** service.

HKCCA took the lead in developing the **person-to-person 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. To maximise the service skills of front-line staff, the HKCCA offers free training programmes to **telemarketing** companies that qualify for **certification**. After a strict review, the Hong Kong Call Centre Association and Hong Kong Quality Assurance Agency selected 13 organisations from the banking, insurance, telecommunications, education, and contact centre outsourcing sectors to be the first in the field to award the **certification**.