



程曦資訊整合股份有限公司

Chain Sea Information Integration Co., Ltd.



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推薦單位：財團法人中小企業信用保證基金
台灣董事學會

營業項目：• 客服中心營運委外
• CallCenter系統建置與管理
• CRM客戶關係管理平台
• 智慧型語音系統及網路交換機與
• 客服系統等

• 教育訓練
• 顧問諮詢服務

產品名稱：• 客服中心營運委外
• CallCenter系統建置與管理
• CRM客戶關係管理平台
• 智慧型語音系統
• 代理網路交換機與客服系統
• 客服教育訓練
• 顧問諮詢服務



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Recommended by :

Small and Medium Enterprise Credit Guarantee Fund of Taiwan

Taiwan Institute of Directors

Business Items :

- Call center outsourcing
- Installation and maintenance of call center system
- Customer Relationship Management platform
- AI voice-activated dialing system and network switch and call center system, etc.
- Education and training
- Consultation and advisory service

Main Products :

- Call center outsourcing
- Installation and maintenance of call center system
- Customer Relationship Management platform
- AI voice-activated dialing system
- Agent of network switch and call center system
- Call center education and training
- Consultation and advisory service



總經理 張榮貴先生
General Manager : Mr. James Chang



客服團隊代表 Customer Service Team



程曦資訊整合股份有限公司成立於1993年8月，為國內客戶接觸中心最大系統整合商，也是大中華地區CRM領導品牌，提供智慧化、行動化的系統整合服務及企業流程委外管理，是國內目前唯一能夠從客戶關係管理策略角度，提供企業CRM完整解決方案之業者，從客戶管理規劃、CTI系統建置、CRM產品研發、BPO企業流程委外維運、顧問服務與教育訓練等一貫化服務之公司，近年更強化全球競爭力，更通過國際級CMMI ML4品質認證及ISO20000服務認證，厚植系統標準化複製與輸出能力，以創新服務策略協助企業佈局全球客服管理運籌中心，朝CRM雲端服務租賃與大數據分析協助企業深耕客戶，為國內客服中心最大的系統整合商。

Call Center 最大系統整合商

程曦資訊為業界唯一擁有CTI原生技術及CRM自有產品之廠商，於市場創造許多第一，包括亞洲第一個分散式網路客服中心，工研院技術專案轉委託及經濟部科技專案成果獎的肯定，同時程曦資訊於2012年更通過國際CMMI ML4級認證(目前台灣只通過5家)，在軟體發展

實力上已獲得國際級肯定。在客服中心系統建置品質深獲各產業客戶的信賴，包含中信銀、元大銀、第一銀、彰化銀、兆豐銀、台灣中油、台灣電力、長榮航空、復興航空、統一速達、台灣高鐵、北捷、高捷及各縣市政府1999等。

銀行與公部門 市佔率第一

榮獲CMMI ML4國際級開發評價的程曦資訊，在客服營運上為提升系統與服務的可靠性，於2012年導入ISO20000，並在2014年成為台灣客服產業第一個通過ISO20000服務認證的公司。程曦資訊自系統建置起家，跨足委外客服中心營運管理，上至中央部會如內政部、移民署、勞動部勞動力發展署、農委會、人事行政總處、經濟部智慧財產局、青輔會、法務部廉政署等，下至地方政府包含台北市政府1999、台南市政府1999、新北市視障服務、台中市政府視障服務、彰化縣政府視障服務等。另公營事業如台灣中油、台電、台灣省自來水公司等，是國內政府機關客服委外承接市佔率最高的廠商，承作各項專案獲獎無數。

專業品質服務 客服獲獎無數

程曦資訊客服營運團隊，2006年榮獲亞太



公司戶外月會Staff Tour



研討會 Industry Seminar

顧客服務協會(APCSC)所頒發的「最佳委外服務團隊」及「最佳科技應用獎」，所建置「行政院勞委會就業服務科技客服中心」獲頒政府法制再造工作圈金釜獎之銀釜獎。2009年接手「1999台北市民當家熱線」，短短一年即榮獲香港亞太顧客服務協會頒發「最佳公共服務獎」肯定，2011年再獲「最佳效率顧客服務」、「最佳知識管理」及「最佳客戶聯絡中心」等三大獎項。2011年e-Contact+客戶管理系統榮獲第九屆金炬獎「年度十大績優商品獎」，當年再以「1999台北市民當家熱線」獲行政院研考會第3屆「政府服務品質獎」。2013年獲遠見雜誌評選「2013年服務業大調查1999便民熱線」冠軍殊榮，服務品質獲得海內外肯定。

產業領航作育人不遺餘力 創新居家值機造福身障就業

能帶領產業前進的企業，才是具市場影響力的領導企業。程曦資訊積極培育產業人才，其內部教育訓練體系於2014年榮獲勞動部勞動力發展署TTQS國家訓練品質系統評鑑銅牌

獎。對外並以產業領頭羊，積極促進產業人才交流、經驗分享學習。並配合教育部大專畢業生至企業職場實習方案，提供25所大專院校學生實習機會，並主動與淡江大學等4所大學進行產學交流合作；另為促進身心障礙者就業，自2008年起程曦資訊結合電信科技、電腦網路及軟硬體設施，運用雲端系統，建立遠端在家值機的工作模式，推動「居家值機實驗計劃」，成功建立新的就業模式，協助中、重度身障者成功就業，達到企業與受雇之身心障礙者雙贏的局面。近年程曦資訊持續增聘員工提供就業機會，並大量聘用身心障礙者、原住民及中高齡失業者，2010年並榮獲行政院頒發「創造就業貢獻獎」並獲總統接見，表彰對創造就業之貢獻。■



身障居家客服
Creates home telephone operator jobs to benefit disabled people



Chain Sea Information Integration Co., Ltd. was founded in August 1993 and has since been a main service provider for Computer Telephone Integration (CTI), Customer Relationship Management (CRM) and Call Center Systems. Chain Sea is proud to be the only company in Taiwan capable of providing complete business solutions for CRM from a strategic perspective of customer relationship management. Chain Sea stands ready to provide consistent services including call center planning, CTI system installation, CRM product research and development, call center outsourcing maintenance and operation, consultation service, education and training. Chain Sea is the largest company in Taiwan for call center system integration and has won numerous customer recognition from various sectors such as governments, public enterprises, financial services, transportations, manufactures, sales channels and medical care services.

The largest call center system integration company

Chain Sea is the only company in Taiwan that owns CTI original technology and produces its own CRM products. Chain Sea is a leader in its business field that has created many 'firsts' in the market such as the first Symposium Call Center in Taiwan and the first networking call center in Asia. Chain Sea's software development capabilities are recognized at home after completing special projects granted respectively by the Industrial Technology Research Institute and the Ministry of Economic Affairs, as well as recognized abroad when being awarded Capability Maturity Model Integration Maturity Level 4 (CMMI ML4) international appraisal in 2012 (only 5 companies in Taiwan). In addition, Chain Sea's quality of call center system installation has also earned the confidence of industrial clientele such as CTBC Bank, Yuanta Bank, First Bank, Chang Hwa bank, Mega Bank, CPC Corporation, Taiwan Power Company, Eva Air, TransAsia Airways, President Transnet Corp., Taipei Rapid Transit Corporation, Kaohsiung Rapid Transit Corporation and the 1999 Service Hotline of various city and county governments.

Number one market share in banks and public sector

After earning the CMMI ML4 appraisal, Chain Sea further upgraded the reliability of its system and services of call center operation by introducing the ISO20000 and eventually became the first company in the call center industry in Taiwan to earn ISO20000 service standards certification in 2014. Chain Sea started as a company providing system installations and gradually expanded to include operation and management of outsourcing call centers. Chain Sea has provided satisfying services to central government agencies such as the Ministry of the Interior, National Immigration Agency, Workforce Development Agency of the Ministry of Labor, Council of Agriculture, Directorate-General of Personnel Administration, Intellectual Property Office of the Ministry of Economic Affairs, Youth Development Administration of the Ministry of Education, Agency Against Corruption of the Ministry of Justice, etc., as well as local governments such as Taipei City Government 1999 Service Hotline, Tainan City Government 1999 Service Hotline, New Taipei City Government Visual Impairment Service, Taichung City Government Visual Impairment Service, Changhua County Government Visual Impairment Service, etc. In addition, Chain Sea has also provided service to public enterprises such as CPC Corporation, Taiwan Power Company and Taiwan Water Corporation, etc. In sum, Chain Sea is the company enjoys the largest market share in undertaking government outsourcing call centers in Taiwan and has received countless awards of excellence for the projects it undertook.

Professional quality service and countless customer service awards

Chain Sea's call center operating won "the Best Outsourcing Service Team Award" and "the Best Technology Application Award" of Asia Pacific Customer Service Consortium (APCSC) in 2006. In the same year, the Virtual Employment Service Center (VESC) installed by Chain Sea for the



Council of Labor Affairs of the Executive Yuan was given Silver Ax Award in the category of Golden Ax Awards for government legal system reengineering. Chain Sea took over “1999 Taipei City Citizen Service Hotline” in 2009 and within one year was given “the Best Public Service Award” by APCSC based in Hong Kong. In 2011 Chain Sea was further given “the Most Efficient Customer Service Award”, “the Best Knowledge Management Award” and “the Best Customer Contact Center Award” of the CRE Awards of APCSC. Later that year Chain Sea’s e-Contact+Customer Management System won “the Annual Top Ten Excellent Product Award” of the ninth Golden Torch Awards, while the “1999 Taipei City Citizen Service Hotline” was also awarded at the third “Government Service Quality Awards” of Research, Development and Evaluation Commission of the Executive Yuan. In 2013 the 1999 Citizen Service Hotline was selected by Global Views Monthly magazine as champion in its “2013 Service Industry Survey”, amply demonstrated the recognition of Chain Sea’s service quality at home and abroad.

Industry bellwether cultivates talents tirelessly, creates home telephone operator jobs to benefit disabled people

A company that can bring the industry forward is the leading enterprise that influences the market. Chain Sea has been actively cultivate talents in the industry and its internal education and training system was awarded bronze medal of TTQS national training quality system evaluation of Workforce Development Agency of the Ministry of Labor in 2014. As the bellwether for the industry, Chain Sea has been actively promoting exchange of talents and learning through experience sharing. In response to the Ministry of Education’s project for university or college graduates to intern in enterprises, Chain Sea has provided 25 university and college students with intern opportunities and sought exchange cooperation with 4 universities such as Tamkang University to promote exchange between business and academia. For the purpose of promoting employment of

physical and mental disabled people, Chain Sea has successfully integrated telecommunication technology, the Internet and software/hardware facilities and taken advantage of the Cloud system to establish a distant work model of home telephone operators. The “Experimental Project of Home Telephone Operators” has successfully created new employment model for moderate to severe level disabled people to have jobs and achieved a win-win situation for both the business and the disabled. In recent years Chain Sea has continued to create job opportunities by hiring new staff and a large portion of disabled people, indigenous people and middle/old-aged unemployed people are among the newly hired. Chain Sea was given the “Employment Creation Contribution Award” by the Executive Yuan and its representative was received by the president of the country in 2010 in recognizing its contribution of creating new jobs.

綜合評語 Commentary

為國內話務中心最大系統整合商。該公司有計畫地將SOP與KM標準化，以快速複製，降低開發成本，先後取得ISO20000與ISO22301認證，並取得CMMI ML4認證，拉高競爭者之進入門檻，強化其競爭力。積極響應政府政策，並大量聘用身心障礙及中高齡失業者，善盡社會責任，近年營收穩健，對整體經濟及就業市場之貢獻卓著。

This company is the country’s largest call center system integrating provider. The company has systematically standardized its SOP and KM to quickly replicate and lower development cost. It has obtained the ISO20000 and ISO22301 certification as well as the CMMI ML4 certification, creating a greater entry barrier for the competitors while strengthening its own competitiveness. It has responded to the government’s policy and hired a large number of disabled, middle-aged, or elderly unemployed persons as a part of its social responsibility. In recent years, its revenues are solid, contributing significantly to the overall economy and labor market.