

TACSEN

得信諮詢



TERENCE YEUNG
MANAGING DIRECTOR

CREATING RESULTS



TACSEN MANAGEMENT CONSULTANTS LTD

In a bid to boost productivity and ensure efficiency results in healthier bottom line profits, the region's most proactive corporations are investing in training. While the market is awash with training companies of varied shapes and hues, most are discovering the merits of TACSEN, a company that's making a huge difference.



TERENCE YEUNG: "It's about teaching people to fish and not just serving it to them on a platter. It is about enhancing the customer's problem solving ability."

Completing 10 years of service in a competitive market is no mean feat but that's a claim TACSEN Management Consultants Ltd can make with no reservations.

TACSEN, led by Terence Yeung, who has been recognized as the "Most Outstanding Trainer in Personality Studies" in the Asian Top 10 Corporate Trainers Award, is a rapidly growing brand serving proactive, competitive companies in Hong Kong and China. Proud of the value he and his team are bringing to Hong Kong and China, Yeung says that his work has found new purpose after years for working for multinational companies where he had gained solid

experience to pave the way for running his own business.

"What is life if you can't help other people progress," asks Yeung. Born and educated in Hong Kong, Yeung started his career with retailer Giordano which brought him in closer contact with customer behavior and the fine art of managing customer expectations. From those early days, Yeung envisioned a future where he could take his experience and knowledge and make it part and parcel of other people's lives. "I want to see results, bring tangible, visible, accountable results to companies hiring us and that thinking has been our driving force, from day one."

TACSEN stands for Training, And

Consulting Solutions for ENterprises and the company's core business comprise tailor-made solutions delivered through corporate training.

Growing to Serve

"Part of our work involves showing companies a compelling need for our service. For example, the retail industry thrives on the quality of customer service provided at the point of sales. We supply the services of mystery shoppers to our retail customers thus helping them identify a host of issues that need to be addressed. We then provide solutions to help our customers fix the problems and then we conduct follow up to ensure that issues have been addressed."

TACSEN's work has found wide acceptance in Hong Kong and China, since its inception in 2002 and the company opened in Guangzhou in 2003 and in Shanghai, in 2007.

Performance Matters

"Satisfied customers are our best referrals, which constitute a large amount of our business and this shows that our customers are in fact getting the results we work toward," says Yeung.

TACSEN serves a growing number of companies across different sectors, its clientele includes Baleno, Carlsberg, China Mobile, Deloitte, Giordano, KPMG, etc. "If growth continues at this rate, we will quadruple our turnover in the coming few years since there is a growing demand for our services in the Greater China region."

What has made TACSEN succeed where others have not? "I think it is a question of understanding what the customer needs. Listening to the customer is all important and equally, the ability to qualitatively respond to market needs is just as vital."

TACSEN draws its large number of specialists in corporate management, marketing and training from Hong Kong and mainland China; its core team of consultants has had experiences with multinationals or leading international management consultancies.

"Drawing on its wealth of experience servicing leading Chinese and international clients, TACSEN's consulting team brings customers the best of the two worlds by integrating western management philosophy and best practices with the operating practices and realities facing businesses in Greater China.

"We don't just offer solutions, but our mission is to ensure smooth implementation with an orientation on results. To enable companies to obtain maximum returns, we emphasize on rigorous management and tracking of the implementation of solutions, to ensure consistent results."

"Customers today, expect clarity and substance, not jargon and bills. Each TACSEN service is mapped out in clear steps, to enable a systematic approach and transparency, and to allow clients to better understand the stage and progress of an assignment. TACSEN communicates and



TERENCE YEUNG (left) was commended at the Asian Top 10 Corporate Trainers Award 2006.

"We don't just offer solutions, but our mission is to ensure smooth implementation with an orientation on results."

collaborates with its clients to resolve management issues creatively and achieve objectives by phases, to ensure right direction and outstanding results."

Lasting Solutions

"It's all about knowledge and skill

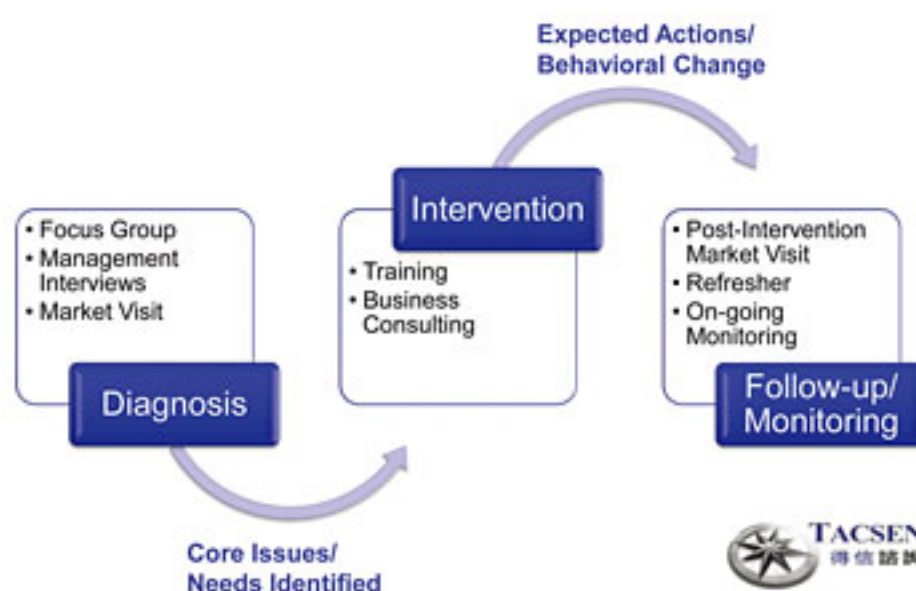
customer's problem solving ability. With a scientific, systematic process, we have integrated foreign and local training resources to offer specialized training services, which enhance performance. We spread latest management thinking and information to broaden clients' horizons and strengthen their management skills.

The idea is to enable clients to learn specialized knowledge and skills in a short span of time," says Yeung.

"We upgrade people's thinking, change their behavior, improve their working methods and enhance their efficiency. In helping professionals get ahead, we believe our work produces results that in turn strengthen the economies of the countries in which we serve, which in turn benefits us all. It is this sincerity of purpose that today sees us humbly nominated as one of Hong Kong's Most

Valuable Companies. We shall continue to exceed our customer's expectations and bring more value to the efforts of our customers," concludes Yeung. ■

TACSEN Efficiency Enhancement Model



transfers," says Yeung. "This is what makes us a partner with our clients and not just a supplier. At the heart of our philosophy is our mission to empower people and not just provide them with solutions. It's about teaching people to fish and not just serving it to them on a platter. It is about enhancing the

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得信咨询有限公司

耕耘十载 得信天下

为了提高生产效益，以获取更丰厚利润，区内企业都在培训方面进行投资。虽然市场充斥着各类型培训公司，但企业纷纷发现得信咨询与别不同。

在 竞争剧烈的市场屹立不倒，多年来提供卓越服务，深受客户爱戴，这绝非易事，但却是得信咨询的写照。

在亚洲十大企业培训师选举中，杨良得获选为“最杰出性格学培训师”，他执掌得信咨询十年，带领公司飞跃发展，为中港众多领先企业提供服务，广受赞誉。在香港出生及接受教育，杨良得毕业后加入佐丹奴开展事业，让他有机会了解管理顾客期望的艺术。从早年起，在跨国公司的工作经验，不但让他累积丰富经验，也让他找到新的目标，为自己的事业奠下稳固根基。

杨良得经常提醒自己：“如果你不能帮助别人取得进步，那么你的工作意义何在？我希望看到的是效果，为客户带来实实在在看得见，甚至是可以具体量度的效果。从第一天开始，这个信念一直是我们的驱动力。”

达到效果最重要

得信咨询的核心业务是通过企业培训，为客户带来量身定做的解决方案。“我们让客户明白为什么需要我们的服务。例如，零售行业的成败往往取决于销售终端的客户服务质量。我们为零售客户提供神秘顾客服务，让他们了解自己在服务范畴的培训需要，然后为他们量身定做解决方案，并跟踪实施情况，确保问题得到圆满解决。”

自2002年在香港成立以来，得信咨询的服务质量在中港两地备受推崇，其后广州得信咨询于2003年成立，把业务扩展到中国大部分地区。杨良得说：“我们的服务经常令客户感到称心



满意，而客户也非常乐意向别人推荐我们的服务，这成为了得信咨询最大部分的客户来源，同时也证明了我们的工作，真正为客户带来预期效果。”

得信咨询的客户群日益壮大，当中包括来自不同行业的著名企业，如班尼路、嘉士伯、中国移动、德勤、东风汽车、佐丹奴、毕马威等。“大中华地区对我们的服务需求愈来愈殷切，如果这个增长势头持续，我们的营业额将在未来数年翻两番。”

让价值持久延续

杨良得说：“传授知识和技能都是关键所在。这让我们成为了客户的合作伙伴，而不仅仅是一个供应商。提升客户的管理能力是我们的核心理念，重点是授人以渔而不是授人以鱼，必须要提高客户解决问题的能力。我们向客户介绍最新的管理思维和信息，拓宽客户的

视野，并巩固他们的管理技能，让客户在短时间内学懂专业知识和技能。”

杨良得总结道：“我们启发客户的思维，改善他们的运作模式，以及提升他们的效率。相信在协助客户不断改进的过程中，我们的工作带来了实质的效果，推动着国家的经济，令所有人得益。正因为这个原因，让我们今天获推举为香港最有价值公司之一。我们会继续超出客户的期望，努力为客户实现更大价值。”■

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