

CRE & CSQS 2009 Asia Pacific Leadership Summit ♦ CEO Luncheon Forum ♦ 2009 Asia Pacific CRE Awards Dinner Ceremony

Leadership - key to survival in financial gloom

CRE and CSQS Leadership Summit 2009

Held annually since 2002, the CRE and CSQS Leadership Summit, a regional conference featuring keynote speakers from world-class companies, CRE Awards finalists, past winners and experts of the international leadership community, is a platform for effective knowledge sharing and an opportunity for participants to showcase their business strategies, business cases in customer relationship excellence and the latest quality management systems.

The focus of the Summit was on leadership this year in view of the global financial crisis we are undergoing today. "Crisis breeds opportunity. We are still witnessing the growth of some companies, and the major reason behind is a strong leadership," Jason Chu, Chairman of APCSC, explained.

Action speaks louder than words. Leadership is crucial in setting the standards in customer service and more importantly, realizing the service pledge of a company, particularly in face of adversity.

Topics discussed include "Using Consumer Experience for Competitive Advantage in Uncertain Times" by Roger Yu, Partner of Accenture, Greater China; "Strategic Online Customer Service for Greater Customer Satisfaction and ROI" by Olivier Njamfa, President and CEO of Eptica UK, and "International Corporate Social Responsibility to Achieve Global Environmental Excellence" by Gaby Oetterli, Head of Corporate Sustainability of the Business Environment Council.

CEO Luncheon Forum

A CEO Luncheon Forum was held on both days of the Leadership Summit, a brand-new program that served as an international exchange platform for industry leaders. Valuable insights into Customer Service and Customer Relationship Management were shared among representatives and the winners of the Awards.

Incorporating speeches and question and answer sessions, the CEO Forum revolved around a variety of topics. Each was a critical dimension that determines the survival of a business amid the current economic downturn. Described as a "CEO thinktank" by Chu, the two Forums brought participants' attention to two main themes: "Service Leadership" and "Leadership in Change and Crisis Management".

Four distinguished speakers – Prudence Chan, CEO of Octopus Holdings Limited; Tom Mehrmann, CEO of Ocean Park; Patrick S Lee, Managing Director of Inchcape, North Asia; and Kyran Sze, Managing Director of Aedas Ltd, brought inspiration with their success stories and experiences.



Tom Mehrmann, CEO of Ocean Park received CEO of the Year 2008 from Jason Chu, Chairman of APCSC.

In Chu's opinion, changes are inevitable to every company but through crisis management, a company can rethink their business models and strategies to better themselves.

2009 Asia Pacific CRE Awards Dinner Ceremony

The 2009 Asia Pacific CRE Awards Dinner Ceremony took place on June 26 where 2008 CRE Awards winners were announced.

Chu remarked in his welcoming speech: "In the heart of the financial crisis, many businesses and consumers have lost their confidence and directions for the future. Greater uncertainties appear and defy traditional wisdom, financial rules and forecasts. Leadership, integrity and character at the top, across public, financial, government, and businesses worldwide are put under more rigorous scrutiny, challenged by voices of their consumers and citizens, and challenged by the very fundamental rule of risk management since the beginning of the global crisis."

CRE Leadership provides vision and execution

He further pointed out that CRE Leadership provides the vision and execution to steer out of the global crisis because underlying the CRE Leadership is a strong management determination and solid foundation of CSQS. These ensure an alignment of customer-first corporate vision, mission, value and customer service pledges for effective execution and pursuit of Customer Relationship Excellence, creating a CRE culture and standardization for daily operation and business decisions.

"When most businesses are still finding directions out of the global financial crisis, you are being recognized with your outstanding team work, service innovation and pursuit of excellence," he congratulated the CRE Awards winners.



Speakers of CEO Luncheon Forum – Day 1 (left to right): Roger Yu, Partner of Accenture, Greater China; Lam Chiu-ying, Former Director of Hong Kong Observatory; Jason Chu, Chairman of APCSC; Prudence Chan, CEO of Octopus Holdings Limited; Olivier Njamfa, President and CEO of Eptica SA; Patrick S Lee, Managing Director of Inchcape, North Asia.



Speakers of CEO Luncheon Forum – Day 2 (left to right): Prof. George Huang, HKU; Kyran Sze, Managing Director of Aedas Ltd; Jason Chu, Chairman of APCSC; Gaby Oetterli, Head of Corporate Sustainability of Business Environment Council; Nicholas Yang, CEO of Hong Kong Cyberport Management Company Ltd.

Sunny Yeung, Executive Director of Sino Group attributed their ability to winning customers' support to their team's determination in constantly improving hardware, software and "peopleware". The synergy is underpinned by the Group's core value comprising integrity, customer first, teamwork, continuous improvement, preparedness and sense of urgency.

Stephen Ho, CEO of CPCNet, stressed the importance of customers' total experience. To deliver best-in-class services, a set of metrics has been developed to evaluate the whole service process and improve their service level, including efficient order processing, reliable product performances, as well as prompt customer services support.

One of the highlights of the CRE Awards was the CEO of the Year 2008 won by Tom Mehrmann in recognition of his crisis management, with five successive years of record-breaking attendance, revenue and surplus. He regarded the honor as the result of the team effort from everyone at Ocean Park.



Sunny Yeung, Executive Director of Sino Group, gave a presentation at the CRE Awards Dinner Ceremony.



Packed with attentive participants, the CRE Awards Dinner Ceremony included presentations by Stephen Ho, CEO of CPCNet (Hong Kong Limited) that brought valuable insights in Customer Services.



Wharf T & T Outsourcing Services Limited won two awards under the corporate categories – High Speed Customer Service (BPO) of the Year and Outsourcing Team (BPO) of the Year.