



ASIA PACIFIC CUSTOMER SERVICE CONSORTIUM

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

2009 Asia Pacific CRE Awards Dinner Ceremony



Asia Pacific
Customer
Service
Consortium

Promoting CRE Leadership across the region



Customer Relationship Excellence Awards 2008 Winner Group Photo with Jason Chu, Chairman of APCSC at Asia Pacific CRE Awards Dinner Ceremony 2009.

Annual CRE Awards recognize outstanding companies and individuals

Launched in 2002, Customer Relationship Excellence Awards (CRE Awards) are a significant event organized by Asia Pacific Customer Service Consortium (APCSC), to recognize outstanding companies, business units, specific teams and individuals, at all levels from CEOs, directors, managers to frontline professionals, who excel in and provide on-going contributions to Customer Service and Customer Relationships.

The goal of the Awards is to promote service quality and Customer Relationship Excellence across the Asia Pacific and serve as a channel to raise companies' public recognition, brand building, increase the importance of CRE as a core business value, and elevate staff morale at all levels of a company. For CRE Awards 2008, it has extended to fields including the public service, government and education.

Rigorous assessment for impartial selection

Winners are selected through a comprehensive balanced score card of self assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the Customer Service Quality Standard (CSQS), public web voting and a final round of judging by a panel of customer relationship excellence experts.

Public Service Award improves citizen relationship

A new category, Public Service of the Year, was added to the Awards for 2008 in view of the rising demand for citizen relationship for the public service sector internationally, an important aspect of social and economic development.

The award recognizes public services that improve efficiency, transparency, accountability, responsiveness, and delivery of services, and to foster participation in policy making decisions through innovative mechanisms from public organizations, education, government agencies at national or sub-national level, and public-private partnerships.

"I am happy to see Hong Kong Observatory as one of the first winners of this category, with its outstanding commitment to working closely with the public and building strong engagement with all Hong Kong citizens," Jason Chu, Chairman of APCSC, said of the first-time recipient. "It has the largest volunteer network to

collect feedback from its users or audience."

He is especially impressed by the Observatory's dedication to providing real-time weather reports during the Olympic Equestrian last year to ensure the event could be carried out unaffected by the weather.

China and overseas participants set a new scene for CRE

The CRE Awards started to include companies from mainland China three years ago, a great indication of the rapid growth of the China market in terms of customer service quality and service branding. "That said, the number of participants is still too small compared with the size of the country," Chu commented. CIBONet Company Limited, China Pacific Life Insurance Co., Ltd. Ningbo Branch, and China Unionpay are among those taking part for 2008.

"A majority of participating companies still come from Hong Kong as it is a very competitive place in these aspects," he said. "However, I believe that China still possesses a good number of high caliber companies, so we are still expecting more businesses from the Mainland to engage in the competition."

To promote CRE to the Mainland market, APCSC will develop more strategic partners in the region, publish more materials in simplified Chinese to reach a wider readership, and conduct more seminars and CSQS roundtables in China. For 2008-09, APCSC has already organized the roundtables in Ningbo, Shanghai, Jiangmen, Guangzhou and Shenzhen.

First European company also a winner of CRE Awards

CRE Awards 2008 also see the first European company, Eptica, a leading provider of online customer service software headquartered in France, as one of the winners - recipient of Innovative Technology of the Year, marking 2008 a significant year witnessing the extension of the Awards outside Asia.

"In fact, some of the best companies in terms of customer service and quality are in Asia where customer service is considered a core business value," Chu added.

Property management a flourishing service industry

Participants in the property management in-

Chairman Message

"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 on the top across public, financial, government, and businesses world wide are put under more rigorous scrutiny, challenged by voices of their consumers and citizens, and revolted by the very fundamental rule of risk management since the beginning of the global crisis. Customer Relationship Excellence Leadership embraces customers to create win-win-win for the organization, employees and customers. The CRE Leaders are ready to accept new challenges and anticipate crisis to turn them into opportunities and reinvent competitive advantages because they have developed the discipline to always take customer complaint as a gift to improve their products and services and further more, as an opportunity to strengthen customer loyalty.

Underlying the CRE Leadership is a strong management determination and solid foundation of customer service quality standard (CSQS) that 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 the daily operation and business decisions. Clear vertical and horizontal communications internal and external are centralized and disseminated through a robust and up-to-date customer service knowledge management (CSKM) multimedia communication portal.

The winners of the CRE Awards are the CRE Leaders who represent the CRE Leadership Community and set the standards for different industries. When most businesses are still finding directions out of the global financial crisis, the winning companies are being recognized with their outstanding team work, service innovation, and pursuit of excellence. It is especially encouraging that the winning companies remained focused and determined to take part in the CRE Awards assessment and benchmarking to better themselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of the Customer Relationship Excellence Awards winners!"

Mr. Jason Chu
Chairman of APCSC

dustry have enjoyed a good share of the Awards for 2008.

"Six-star hospitality that used to be offered only in the hotel industry has now taken a shift to the property sector for buyers and occupants are now demanding more in the properties they have invested. Property management companies are therefore developing premier services, to meet the rising demands," Chu commented.

With a service-oriented mind, many property management companies today adopt innovative approaches to provide attentive services to occupants. Sino Property Services for

Congratulatory Note from Australia

"We are looking for adherence to the highest standards of service excellence consistency and a focus on ongoing improvement and innovation. The long-term investment that APCSC's members have made in training is really delivering results with awareness across all levels of organizations. The Awards provide not only recognition for organizations and individuals delivering the highest quality customer experiences, but also an important feedback loop that provides entrants with a roadmap to drive further improvements. CRE is an ongoing challenge with expectations continually rising. Organizations are becoming focused on the invisible as well as visible financial costs of poor customer service. These costs come from errors, re-work and compensation as well as lost sales and reduced lifetime customer value. Awareness of these issues and seeking to resolve them will see companies profit from the significant investment all our CRE Awards entrants are making. These Awards grow every year and I would like to congratulate all of this year's participants for continuing to raise the standard. I thank the APCSC for inviting me to continue in my role as a judge as each year I am inspired by the commitment and dedication of the organizations honored."

Mr. Brett Whitford
Executive Director
Customer Service Institute of Australia

Congratulatory Note from China

"Congratulations on the 11th anniversary of HKCSC and APCSC and to the winners of the Customer Relationship Excellence Awards 2008 and the CSQS Certification for their pursuit of world class service standards and customer relationship excellence. We are working with APCSC to develop and organize research projects and best practices papers on Customer Service Knowledge Management (CSKM) to be disseminated and published at the International Conference of Digital Enterprise Technology (DET) to be hosted by HKU in December 2009. We encourage and invite the business sector industrialist to submit their business case and research findings for the International Customer Service Paper and Project (ICSP) Awards to improve customer service quality and management systems and to enhance the service economy worldwide!"

Prof. George Huang
Department of Industrial and Manufacturing
Systems Engineering
The University of Hong Kong

instance, has excelled in this area by launching nine training academies, not only creating a premium living environment for residents but also benefiting their employees as all-rounders in the service industry.