



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Social Media Best Practices for Customer Relationship Excellence Singapore CSQS Roundtable held by APCSC

Singapore – October 2, 2010 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable together with **The Retail Academy of Singapore**. The CSQS Roundtable, with the theme of “**Social Media Best Practices for Customer Relationship Excellence**”, has attracted senior management and experts of Customer Services, CRM, Marketing and PR fields from different industries, including retail, catering, banking, hospitality and public service.

Mr. Jason Chu, Chairman of APCSC did a speech on the topic of “Social Media Best Practices for Customer Relationship Excellence”. He shared best practices and business case studies on the Social Media Network in Customer Relationship Excellence to enhance and integrate with the Marketing and Communication.

Mr. Chu said in the speech that there are already a variety of products existing in the market; therefore, customer satisfaction and customer loyalty have become increasingly important when competing for higher market share. By establishing effective social media communication channel with customers, businesses not only can facilitate better customer relationship management, they can also cultivate lifetime advocates of their brand. He also mentioned that the influence of social media, such as Facebook and Twitter, can be enormous. For Facebook, the number of users is comparable to a nation with the third highest population in the world. Nowadays, social media has become indispensable in the modern world, especially for the younger generation.

Apart from the benefit of high dissemination speed, social media can also be used as a tool or a new integrated channel in supporting marketing and communication, CRM and loyalty programs, customer survey, customer service and care, customer engagement, crisis management and staff communication and engagement.

In the panel discussion section, the prestigious panelists and guests also shared the challenges and experiences on the application of social media networks and their creative approaches to improve customer relationship from their company and business section, the guests include Sem Chong, Managing Director, Bluetree Electronics Pte Ltd; Luke Diep, Head of Service Quality and PR, RHB Bank Berhad Singapore; Herman Tjia, Marketing & Communications Department Head, Carrefour Singapore Pte Ltd; Grace Lee, Marketing & Communications Senior Manager, CK Tang Ltd; Kee Ai Nah, Director of Lifestyle, SPRING Singapore; Helen Khoo, Executive Director, Wing Tai Retail Pte Ltd.

Given the current economic and market environment, businesses agree that Customer Service Quality Standards can enhance customer service level, improve project management efficiency, foster continuous development and establish customer loyalty.

Asia Pacific Customer Service Consortium (www.apcsc.com)

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “Customer Relationship Excellence is the only way to Sharpen your Competitive Edge!” The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across Asia Pacific Region and to recognize and reward governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center with global education partners and international membership organizations to set World-Wide Standards.

Customer Relationship Excellence Awards (CRE Awards)

The Customer Relationship Excellent (CRE) Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE. With the introduction of the Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria, the participants have been benefited greatly from the best practices and critical success factors from a world-class framework.

About Customer Service Quality Standard (CSQS)

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to customer centric service organizations and centers that excel in customer relationship excellence. CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com