



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Strategic Customer Relationship Excellence in the Changing Business World DHL-Sinotrans Winner of the Contact Center of the Year 2010 Shared Sustainable Strategy in the Shanghai Roundtable

Shanghai –October 17, 2011 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with DHL-Sinotrans in Shanghai. The CRE & CSQS Roundtable, with the theme of “Strategic Customer Relationship Excellence in the Changing Business World”, has attracted experts and senior executives of CRM, Market Communication, Customer Service, Business Development, Digital Marketing, Human Resources fields from different industries including logistics, new media, consumer electronics, mobile communications, home appliances, and insurance sectors in Shanghai on the CRE Strategies and opportunities of social media.

Mr. Jason Chu, Chairman of APCSC shared best practices and business case studies on Strategic Customer Relationship Excellence from China, Hong Kong, and Singapore. Mr. Chu concluded that building corporate social leadership, turning crisis into opportunities, making use of social media, innovation, and CSQS compliance as well as building a CRE corporate culture were the key CRE strategies for companies to maintain a sustainable growth.

On behalf of DHL-Sinotrans International Air Courier Ltd, Ms. Betty Liang, Area Customer Service Manager, EA CSD, also shared the successful achievements and best practice in winning the contact center of the year 2010. She emphasized that Customer Service is DHL’s key differentiator and competitive edge; DHL’s sustainable growth depends on great service quality, loyal customers, profitable networks and motivated people.

Mr. Boone Chen, Country Manager China, Avazu, shared that retargeting realized communication between the sellers and buyers. When using internet or other new media, companies need to target the right ads to the right person at the right time in the right place

Mr. Alex Shen, eMarketing Director, Selligent presented the difference between cross-channel and multi-channel. He analyzed consumer dialogue lifecycle and shared some technical customer centric practice.

Mr. Mr. Yan Lee, Chief Executive Officer, Buzzinate shared his understanding on Social Media Marketing and Social Media Optimization. He concluded that companies can adjust content of existing company website to maximize its exposure and influence on social media

The following prestigious panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- Mr. Jason Chu, chairman of the Asia Pacific Customer Service Consortium,
- Ms. Betty Liang, Area Customer Service Manager, EA CSD, DHL-Sinotrans International Air Courier Ltd,
- Mr. Boone Chen, Country Manager China, Avazu,
- Mr. Alex Shen, eMarketing Director, Selligent and
- Mr. Yan Lee, Chief Executive Officer, Buzzinate.

Insightful discussion was lead by Mr. Jason Chu, on the topics about the approaches to initiating Social CRM and Sustainable Strategy. Cases of past CRE Awards winners and successful Chinese/HK businesses were also analyzed for the study on strategic CRE Initiatives, as well as impact of social media on today’s business model, management style and corporate culture.

APCSC also encouraged roundtable attendees to join the LinkedIn group “Strategic Customer Relationship Excellence CRE” which was recently launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

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 government bodies, 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 and Contact Center with global education partners and international membership organizations to set World-Wide Standards.

About Customer Relationship Excellence (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