



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Social Networking Business 1to1 & B2B Marketing QNet Ltd. Driving Customer Service Excellence within the entire Organization

Hong Kong – December 16, 2011 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with QNet Ltd. in Hong Kong. The CRE & CSQS Roundtable, with the theme of “Social Networking Business 1to1 & B2B Marketing”, has attracted experts and senior executives of CRM, Market Communication, Digital Marketing and Business Development fields from different industries including Property Management, CRM Solutions, Consulting, Manufacturing, Energy, Telecommunications and Outsourcing Services sectors in Hong Kong on the CRE Strategies and B2B marketing.

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 QNet Ltd., Ms. Malou Caluza, Chief of Network Services, shared that getting a new customer is a lot easier than keeping them. In her presentation, Ms. Caluza shared that re-defining customer service helped the company to keep an entire organization of staff and customers intact. She also shared company’s service oriented attitude- always aiming to improve and provide excellent customer experience by proactively anticipating customer’s needs and expectations and exceeding them, all the time.

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, APCSC, CRE Awards Panel of Judge
- Ms. Malou Caluza, Chief of Network Services, Qnet Ltd.
- Mr. Simon Lee, Alliance Director, Greater China, Salesforce.com

Insightful discussion was lead by Mr. Jason Chu, on the topics about the approaches to initiating social CRM and elevating 1to1 & B2B marketing. Cases of past CRE Awards winners and successful Chinese/HK businesses were also analyzed for the study on strategic CRE Initiatives, 1to1 & B2B Marketing, different social platforms, as well as corporate social responsibility programs’ impact on corporate brand building.

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