

CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo



2012 Customer Relationship Excellence Awards Official Launch

2012 Asia Pacific CRE Awards Dinner Ceremony



CRE Journey & Partnership into a brighter future



Customer Relationship Excellence Awards 2012 Winner Group Photo with Mr. Jason Chu, Chairman of APSC at Asia Pacific CRE Awards Dinner Ceremony 2012

International Service Icon

Recognizing outstanding governments, firms, business units, teams and individuals at all levels, from frontline to CEOs, for their performance in providing contributions to customer relationship, Asia Pacific Customer Service Consortium (APCSC) has launched the Customer Relationship Excellence (CRE) Awards since 2002.

The goals of the international CRE Awards are to promote customer service quality and CRE across Asia Pacific, and recognize the firms and individuals that have contributed to the success of both their customers and the organizations they serve.

Winning the CEO of the Year, Ms. Randy Lai, Managing Director, McDonald's Restaurants (Hong Kong) Limited said, "I am very honored to be awarded this prestigious accolade! The winning of this award further recognizes McDonald's commitment to uphold our service pledge. We will continue to nurture a harmonious and opportunistic workplace for our employees to drive our business to new heights."

Hong Kong Disneyland Resort has won both the CRM Director of the Year and the CRM Manager of the Year, and Mr. Noble Coker, Vice President, Park Operations said, "We are honored to have two of our team members in different levels recognized for their commitment and examples of putting our guests first. The team has been working relentlessly to establish an experiential environment that is unique to our cultural context while exemplifying the Disney service heritage. Our guests have told us that our Cast Members are what makes the Hong Kong Disneyland experience special and we are gratified and excited to see that their devotion being recognized by the industry as well."

International Benchmark for CRE Leaders

All nominees from Corporate and Individual Categories have to go through rigorous assessments to ensure holistic and impartial evaluation for their contributions to CRE Leadership.

Each of the nominees has to submit a comprehensive balanced score card of self assessment and a business case presentation, followed by a Customer Service Quality Standard (CSQS) site assessment and mystery calls conducted by the judging panel. A public web voting and a final round of judging by a panel of CRE experts round up the evaluation.

The selection process is to guarantee that each winner meets the highest standard of CSQS for the benefit of the firms, staff, and customers. In the long run, CRE & CSQS is the foundation for brand building, customer loyalty, and the standard of customer service in the future internationally across and beyond the Asia Pacific region.

CRE Consecutive Years Participation

Joining from China for the 6th year, China Pacific Life Insurance Co., Ltd. (CPIC) for the first time has received Customer Relationship Excellence - Outstanding Achievement from APCSC representing the highest honor. Mr. Xu Jinghui, Chairman of CPIC shared happily, "The recognition of CRE Outstanding Achievement is both recognition for the performance we have achieved, and also an encouragement for our future endeavors. All of us in CPIC will work harder and devote ourselves with mind and wisdom to create a brighter future for the insurance industry in China."

Joining for the 8th year, Mr. Alkin Kwong, Vice Chairman & Chief Executive, Hong Yip Service Co. Ltd. expressed, "It is our honour to be the winner with two distinguished trophies, 'Corporate Health and Safety Achievement of the Year' and 'Contact Centre of the Year' presented by APCSC this year. Thanks to our staff and the all-round management system, we have been awarded the CRE Awards for 8 consecutive years."

Joining for the 10th year, Mr. Suen Kwok Lam, MH, JP, Executive Director, Henderson Land Group stated, "Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management had been awarded 'Customer Relationship Marketing Service of the Year and Corporate Environmental & Social Leadership of the Year' presented by the APCSC. The achievement has fully manifested our continuous commitment to strive for excellence in premium property management services. It is not only served as a proof of customer's recognition, but also a great encouragement to motivate us to attain even better performance."



Consecutive Participation Logos in recognition of organizations' long-term participation.

Welcome Journey of CRE Discovery

The CRE Awards celebrated its 10th anniversary this year. "The CRE Awards on her 10th anniversary of assessment and recognition has facilitated the trailblazing path to develop proven world class business model CSQS for corporate sustainability and higher achievement. The CRE Awards Committee has been discovering and promoting CRE Leadership, innovation and strategic transformational successes across Asia Pacific," said Mr. Chu.

Seeing the CRE Awards program as an annual discovery journey, Mr. Chu remarked that every year is a breakthrough, and each winner has raised the standards of CRE Leadership, also the CRE Awards as international service icon. Welcome all to take part in the CRE journey and partnership into a brighter future.

Chairman Message



"On behalf of APCSC and the international supporting organizations, I congratulate you all for the breakthrough successes and perseverance in pursuit of Customer Relationship Excellence (CRE) despite global crises. The CRE

Awards on her 10th anniversary of assessment and recognition has facilitated the trailblazing path to develop proven world class business model CSQS for corporate sustainability and higher achievement. The CRE Awards Committee has been discovering and promoting CRE Leadership, innovation and strategic transformational successes across Asia Pacific. Through the CRE & CSQS Leadership Summit and Hong Kong International CRE & Innovation Expo, we see that the speed of CRE innovation and integration have become the determining factors for business acceleration and market leadership.

Through the CRE journey each year, we empower our people to achieve professionalism and excellence, to excel in leadership, to engage our customers in collaboration, to challenge the old processes, and to raise our performance and customer satisfaction for a higher economic net promoter value. The will and vision to create a sound CRE Strategy and innovation will surely lead us to sustainable growth and prosperity. CRE Leadership is the way forward! We celebrate together as the International Community of CRE Leadership for our outstanding team work, innovation, and pursuit of excellence.

We celebrate our CRE partnership for the common goals because we are working together to create future, discovering the needs of our customers, innovating to meet their future needs today, building new business competence, integrating CRE into our corporate culture and strategy, and making a better future for customers and society. It is truly admirable that you remained focused and determined to take part in the CRE Awards assessment and benchmarking to better yourselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of you Customer Relationship Excellence Awards winners!"

Mr. Jason Chu Chairman of APCSC

Congratulatory Note from Australia

"It's a great honour to be associated with these awards and to be able to congratulate the Asia Pacific Customer Service Consortium (APCSC) for driving Customer Service Excellence across the region. This is the tenth year of the Customer Relationship Excellence Awards and we have learnt over many years of judging these awards just how important it is to be recognised as one of the best of the best in the Asia Pacific region. Once again I would like to congratulate on behalf of the International Customer Service Community all of the finalists and to everyone who is involved with these awards and to congratulate the judges for the hard work they put in. I commend APCSC for these prestigious awards and hope everyone is very proud of their achievement in Customer Service this year."

Mr. Brett Whitford Executive Director Customer Service Institute of Australia



Congratulatory Note from China

"Congratulations to the success of the 2012 CRE & CSQS Leadership Summit and recipients of the distinguished CRE Awards and CSQS Certification for their pursuit of world class service standards and customer relationship excellence. We have been working with APCSC to develop and organize business projects and best practices papers on CSQS and Customer Service Knowledge Management (CSKM). We encourage and invite the business sector industrialist to submit their business case and research findings for the International CRE and Customer Service Quality Standard (CSQS) Project Awards to improve customer service quality and business management systems and to develop a sustainable future economy!"

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



Congratulatory Note from Japan

"Congratulations to Asia Pacific Customer Service Consortium (APCSC) on her 14th anniversary. APCSC has gone through a remarkable period of success in promoting customer relationship excellence and Customer Service Quality Standards in the Asia Pacific. Please also accept my sincere congratulations to the CRE Awards Winners. Moreover, thank you very much for inviting me to speak and participate in the 2012 CRE & CSQS Leadership Summit in Hong Kong. It is my honor to be a speaker of this fantastic Leadership Summit. This event is very productive in knowledge sharing and wonderful learning opportunities for all international industry leaders and professionals. HDI-Japan is cooperating with APCSC to enhance the support service industries in Asia Pacific continuously."

Mr. Tatsumi Yamashita CEO of Help Desk Institute Japan

