

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

2011 CRE Awards Corporate Categories

- Customer Relationship Excellence – Outstanding Achievement**
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Corporate Environmental & Social Leadership (Property Mgt.)**
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)
- Corporate Health and Safety Achievement (Property Mgt.)**
HONG YIP SERVICE COMPANY LIMITED
- Global Support Services (Logistics)**
DHL EXPRESS (HONG KONG) LIMITED
- Global Support Services (Direct Marketing)**
QNET LIMITED
- Public Service (Public Utility)**
THE HONGKONG ELECTRIC CO., LTD.
- Customer Loyalty Program (Telecommunications)**
CHUNGHWA TELECOM CO., LTD.
- Customer Relationship Marketing Service (Property Mgt.)**
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)
- Contact Center (Property Mgt. - Under 50 Seats)**
HONG YIP SERVICE COMPANY LIMITED
- Contact Center (Logistics - Under 100 Seats)**
DHL EXPRESS (TAIWAN) CORP.
- Contact Center (Logistics - Under 200 Seats)**
FEDEX EXPRESS HONG KONG
- Contact Center (Credit Cards - Under 200 Seats)**
AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.
- Contact Center (Telecommunications - Under 300 Seats)**
ONE2FREE
- Contact Center (Logistics - Under 300 Seats)**
DHL EXPRESS (HONG KONG) LIMITED
- Contact Center (Insurance - Under - 500 Seats)**
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Contact Center (Telecommunications - Under 500 Seats)**
PT XL AXIATA, TBK. INDONESIA
- Contact Center (Logistics - Above 500 Seats)**
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Integrated Support Team (Property Mgt.)**
HOPEWELL REAL ESTATE AGENCY LIMITED – KITEC MANAGEMENT LIMITED
- Integrated Support Team (Direct Marketing)**
QNET LIMITED
- Corporate Service Team (Property Mgt.)**
CITYBASE PROPERTY MANAGEMENT LTD. – THE CENTER
- Outsourcing Team (Credit Cards)**
AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.
- Best Use of Technology (Telecommunications)**
PT XL AXIATA, TBK. INDONESIA
- Best Use of Technology (Insurance)**
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Customer Service Center (Property Mgt.)**
GOODWILL MANAGEMENT LIMITED (A MEMBER OF HENDERSON LAND GROUP)
- Customer Satisfaction Quality System (Property Mgt.)**
HOPEWELL REAL ESTATE AGENCY LIMITED – HOPEWELL CENTRE MANAGEMENT LIMITED
- Customer Satisfaction Quality System (Public Relations)**
ARIES CONSULTING LTD.
- Best Use of Knowledge Management (Property Mgt.)**
HOPEWELL PROPERTY MANAGEMENT CO., LTD.
- Best Use of Knowledge Management (Direct Marketing)**
QNET LIMITED
- Best Customer Experience Management (Logistics)**
FEDEX EXPRESS HONG KONG
- Best Customer Experience Management (Property Mgt.)**
GOODWELL PROPERTY MANAGEMENT LIMITED
- High Speed Customer Service**
THE HONG KONG JOCKEY CLUB, TELEBET DEPARTMENT, PREMIER SERVICES CENTRE
- High Speed Customer Service (Property Mgt.)**
GOODWILL MANAGEMENT LIMITED (A MEMBER OF HENDERSON LAND GROUP)
- Innovative Technology (Insurance)**
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Innovative Technology (Logistics)**
DHL EXPRESS (TAIWAN) CORP.
- Merit – Contact Center**
QNET LIMITED



CSQS on-site Assessment - PT XL Axiata, Tbk. Indonesia, accompanied by Cut Noosy Keumalafajri, General Manager of Customer Service Department and Rudy A. Dalimunthe, Senior Manager

World leaders gather around for CRE, Innovation and Expo



CEO Luncheon Forum – Day 1 (left to right): Eric Lee, VP, Digital Marketing of RHB Investment Bank Berhad; Xu Ziyang, GM of Direct Banking Center of China Merchants Bank; Tatsumi Yamashita, CEO of Help Desk Institution of Japan; Jason Chu; Stephen Wong, Director and GM, Asia Miles Limited of Cathay Pacific Airways; Jason Cheung, Partner of Accenture



CEO Luncheon Forum – Day 2 (left to right): Al Kwok, Principal IP Advisor of STARS Foundation; Daniel Yen, CEO & Founder of Digital Marketing ROI; Jason Chu, Chairman of APCSC; Agnes Mak, Executive Director of Hong Kong Productivity Council; Mark Liu, eCommerce Director of Yahoo; Eric Cheng, Head of China ICT of Finpro

CRE and CSQS Leadership Summit

Entering her 15th year, APCSC has successfully held the 10th CRE and CSQS Leadership Summit 2012 in Hong Kong this June. International keynote speakers were invited together with CRE Awards winners and delegates gathered to share their views from HK, China, Australia, Japan, Singapore, Philippines, India, UK, Malaysia, Taiwan, etc. This year's theme is "Discovering CRE Innovation & Integration, Meeting Future Customer Demand Today."

A wide range of topic has been covered to lead the audience to explore myriad aspects; from digital marketing, web support portal, CEM, customer and staff engagement, corporate social responsibility, to cross-channel strategies of CRE. The Leadership Summit has served as an interactive and inspirational platform for guests to mingle and effectively exchange ideas and expertise.

CEO Luncheon Forum on Loyalty and KM

Two of the many topics addressed at the forum were: Total Customer Loyalty Management of Sustainable Growth and Knowledge & Service Leadership for Higher ROI. At the CEO Luncheon Forum, APCSC also invited the CEO's to have in-depth discussion on customer relationship excellence related issues as well as to answer questions raised by the audience. Tatsumi Yamashita, CEO of HDI Japan, acknowledged the needs for bridging the gap between online and other means of customer service. He drew on the implication from Japan Benchmarking Study Report and the development of online customer service and call center support with those that the firm has already established.



CSQS on-site Assessment – Chunghwa Telecom Co., Ltd., accompanied by Yi-Ching Chen, CEO; Christine Tseng, Manager Director; Joe Wu, Senior Director; Chun-Jen Huang, Director of the Department of Customer Service

Best-in-Class Certification

APCSC presented the Best-in-Class Certification during the CEO Forum to DBS Bank (Taiwan) Ltd who has performed well in the Best-in-Class CRM Contact Center Benchmarking Program organized by APCSC annually. Honored with the Best-in-Class Certification in the area of Integrated Financial Service Management, DBS Bank Taiwan aims to work towards becoming the Asian Bank of Choice for their clients. Jason Chu emphasized that customers are conducting benchmarking through their daily experiences from each transaction and every service encounter. Their benchmarking results become input to their future purchase decisions. Likewise, successful firms consistently conduct and participate in internal external benchmarking to collect market intelligence from customers and competitors to learn new ideas, identify best practices and

set targets and standards in order to sustain and advance their market position.

CRE & Innovation Expo

In addition to the dynamic market in Asia Pacific, the development of CRE especially regarding innovation is immense. On recognizing firms which performed well in innovative products and services, APCSC launched the Hong Kong International CRE & Innovation Expo Innovation Awards and presented them during the Expo, which was co-located with the 10th annual CRE & CSQS Leadership Summit.

"Through the 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. One thing these Expo Innovation Awards winners and market leaders have in common is the ability to continuously transform themselves to offer products and services that are ahead of the competition," stated Jason Chu



Amy Lee, Vice President of DBS Bank (Taiwan) received the Best-in-Class Certificate and Trophy

2012 CRE Awards Dinner Ceremony

The winners of the 10th CRE Awards celebrated their impressive achievements and shared the joy at the Asia Pacific CRE Awards Dinner Ceremony climax after the end of day 2 Leadership Summit.

"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!" concluded Jason Chu, Chairman of APCSC at his keynote speech.

A total of 35 awards from the Corporate Category and 43 from the Individual Category were announced that night.



2011 CRE Awards Winners Individual group photo

Winners List Individual Categories

- CEO of the Year**
WILSON IP CHUN HENG, BONJOUR HOLDINGS LTD (Retail)
RANDY LAI, MCDONALD'S® RESTAURANTS (HONG KONG) LIMITED (Hospitality)
- CRM Director**
JOHNNY CHAN CHI WAH, HONG KONG DISNEYLAND RESORT (Entertainment)
MARIA LOURDES T. CALUZA, QNET LIMITED (Direct Marketing)
KOERT BREEBAART, SAP ASIA PTE LTD (IT)
- CRM Manager**
RICK CHEUNG TAI FAI, STANDARD CHARTERED BANK (HONG KONG) LIMITED (Retail Banking)
KELVIN CHEUNG KA CHUN, CITIC TELECOM INTERNATIONAL CPC LIMITED (Network Communications)
RUDY AZHARI DALIMUNTHE, PT XL AXIATA, TBK. INDONESIA (Telecommunications)
JENNIFER SHAM WAI PO, QNET LIMITED (Direct Marketing)
ANDREW CHAN WAI HUNG, HONG KONG DISNEYLAND RESORT (Entertainment)
JUBI WANG ZHI RONG, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD. (Logistics)
- Customer Service Manager (Contact Center)**
HAWK SUN MING HUNG, DHL EXPRESS (TAIWAN) CORP. (Logistics)
DOROTHY LEE CHUNG NGA, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)
WENDY CHOW WAI LING, THE HONG KONG JOCKEY CLUB (Entertainment)
SDANLIA WONG SHUK MAN, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)
PUSHPALATHA BALAN, QNET LIMITED (Direct Marketing)
- Customer Service Team Leader (Contact Center)**
SANDRA CHUNG WING SHAN, THE HONG KONG JOCKEY CLUB (Entertainment)
JENNY TANG, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)
JANET CHANG SIU CHU, DHL EXPRESS (HONG KONG) LIMITED (Logistics)
BETTY WANG QIAO HUI, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)
- Customer Service Professional (Contact Center)**
KRISTOFER WONG KING MAN, NEW WORLD TELECOMMUNICATIONS LTD (Telecommunications)
YEUNG WING YAN, THE HONG KONG JOCKEY CLUB (Entertainment)
XISON HUANG XI WENG, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)
MIRANDA WAN MEE LING, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)
WINCY LIAO YING SI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD. (Logistics)
EVA SIN WING YEE, QNET LIMITED (Direct Marketing)
- Merit - Customer Service Manager (Contact Center)**
ALAN LEE NGA LUN, DHL EXPRESS (HONG KONG) LIMITED
- Merit - Customer Service Team Leader (Contact Center)**
SHAWN FONG CHI WAI, THE HONG KONG JOCKEY CLUB
GLORIA CHUNG WING KAN, THE HONG KONG JOCKEY CLUB
CHONG KIT KWAN, THE HONG KONG JOCKEY CLUB
JEAN WONG CHUN SEE, THE HONGKONG ELECTRIC CO., LTD.
CAROL HSIAO YI MEI, DHL EXPRESS (TAIWAN) CORP.
JOHN CHEN HAN QIANG, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Merit - Customer Service Professional (Contact Center)**
ISABELLA WONG YAT WOON, DHL EXPRESS (HONG KONG) LIMITED
KOFI LEUNG TAK WAI, NEW WORLD TELECOMMUNICATIONS LTD
RONALD CHEUNG CHEUK KWONG, NEW WORLD TELECOMMUNICATIONS LTD
ALICE CHOY YUEN YING, THE HONGKONG ELECTRIC CO., LTD.
GINNY LEUNG CHIN PIK, THE HONGKONG ELECTRIC CO., LTD.
RANDY TSE TAK SHING, THE HONGKONG ELECTRIC CO., LTD.
KATY NG WING YAN, THE HONGKONG ELECTRIC CO., LTD.
ANNIE YU PEI LING, DHL EXPRESS (TAIWAN) CORP.
DAISY ZHOU DAO XIN, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD.
MOHAMMED AL-MURTADA SABR ABDELHADI, QNET LIMITED

Overview of CRE Awards 2012 Process

Open for Application & Nomination CSQS Preparation for the CRE Awards*	Jun- Dec 2012
Application Deadline	*EA Sep 15 ** SA Dec 15
Self Assessment Questionnaire	Jan 31, 2013
Business Case Presentations	Feb 2013
Stage One Screening	Feb- Mar 2013
Mystery Call / Visit	Mar- Apr 2013
CSQS & CSKM On-Site Assessment	Oct- Dec 2012 Jan- Apr 2013
Stage Two Screening	Apr- May 2013
Public Web voting	Apr- May
Final Assessment by Judging Panel	May
CRE Awards Dinner Ceremony	Jun
Press Release & Publication of Newspaper	Jun- Jul

*EA: Early Application ** SA: Second Application
*CSQS Training is mandatory for CRE Awards applications.