

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



Malaysia CRE & CSQS Roundtable in August 2011 hosted by Gleneagles Kuala Lumpur Hospital



Singapore CRE & CSQS Roundtable in August 2011 hosted by APF Group Pte Ltd. and HSR Property Group



Hong Kong CRE & CSQS Roundtable in September 2011 hosted by Hopewell Holdings Limited



Shanghai CRE & CSQS Roundtable in October 2011 hosted by DHL-Sinotrans International Air Courier Ltd.



Hong Kong CRE & CSQS Roundtable in October 2011 hosted by The Hongkong Electric Co., Ltd.



Shenzhen CRE & CSQS Roundtable in November 2011 hosted by AEON Information Service (Shenzhen) Co., Ltd.



Shenzhen CRE & CSQS Roundtable in April 2012 hosted by Kingdee Software (China) Co., Ltd., supported by Shenzhen Contact Center Association and China Call-Center Standards



Venus Wong, CRM Manager of Mead Johnson Nutrition (Hong Kong) Ltd., received People Site Certification

## Innovation as key to leap forward

Co-located at the two-day summit was the International Customer Relationship Excellence & Innovation Expo, an event that aims to provide a cross-sector platform for delegates from worldwide to build and strengthen relationships with market leaders.

### New era calls for creative solutions

The Expo not only served as an opportunity for firms from different parts of the Asia Pacific Region to share their tales of success and inspire the visitors. More importantly, it proved that creative solutions vary in forms and scales to target to a firm's needs in order to maximize the return on investment.

### The Expo Innovation Awards

To recognize the exhibitors' impressive introduction of products or services, the Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo Innovation Awards (The Expo Innovation Awards) were for the first time given to five of the outstanding parties, with a theme that echoes this year's CRE Innovation & Integration – "Digital Marketing, Social Media, Mobile Internal and Apps; CRM, Contact Center, BPO, and eCommerce." The firms who were awarded along with the different award categories were:

### Social Media Customer Service

Eptica Asia Pte Ltd.

### Mobile Application System Integration

Continuous Technologies International Ltd.

### Online Investment Brokerage

RHB Investment Bank Berhad

### Digital Marketing Agency

Avazu Inc.

### Cloud Dedicated Hosting

DYXnet Group

Winner of from the Social Media Customer Service category, Eptica, for instance, fully utilizes social media customer interaction suites to encourage effective communication among customers. "Our clients are now providing fast, consistent customer service across the web, Facebook and mobile channels, 24-hrs a day. What is critical for consistency of answers is that all these channels share the same knowledgebase," continued Olivier Njamfa, CEO of Eptica. "Excellent customer service is about ensuring customers get the right answers, when they want them, through the channel of their choice."

## Roundtables for world-class distinction

In facing the upcoming challenges brought by the ever-changing economic landscape worldwide, it is important for market leaders to not only focus on local market development, but the latest trends and best practices around the world.

To facilitate customer service professionals and industry leaders, APCSC regularly hosts Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtables across different countries.

### Social Media Global Impact

As the technology era emerges the world as one, the use of social media sites has become a global emphasis. From reaching out to potential customers, responding to enquiries, to connecting with business partners, social media sites are indeed involving in the commercial world. The crucial theme of online marketing and customer service has been brought up in many Roundtables taken place in different continents. In one of the many fruitful Roundtables held in Taipei with Taipei City Government and Taipei Rapid Transit Corp. (Metro), the issue was also discussed.

Through business case studies, many of the delegates agree that social platforms nowadays have a powerful impact on corporate brand building and efficiency of providing innovative services and business models to meet clients' demands. This indicates that under today's highly competitive business environment, what differentiates firms from one another no longer rests on the products and services offered, but more importantly, on the professional and hearty services.

### Customer Service Quality Standard (CSQS)

The CSQS was jointly developed by APCSC and

experienced researchers at the University of Hong Kong, striving to assist firms to achieve world class levels of customer relationship excellence.

It is a three-dimensional accreditation scoring system that takes into account different dimensions of customer service management. This includes Level I: Outsourcing Service Center; Level II: Proactive Service Center; and the highest, Level III: Strategic Business Unit.

"The CSQS is to provide a roadmap for firms to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is also the CRE Awards Standard for the judging and assessment framework awarded to firms that seek to excel in customer relationship excellence," added Chu. "The goal of the CSQS guidelines is to enhance a common understanding of the CRE Awards best practices for firms to improve their business performance, to align the approach throughout the firm, and to improve interdepartmental and company-wide integration."

### Key to supreme customer service

This year, 2 firms garnered the CSQS site certificates. They include Henderson Land Group Property Management Department – Well Born & Hang Yick and China Pacific Life Insurance Co., Ltd.

"We are honored to receive the Customer Service Quality Standard presented by APCSC. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment – customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customers," noted Suen Kwok-lam, MH, Managing Director of Henderson Land Group.

## Engage and Empower People

During the two-day Leadership Summit, a number of speakers made some noteworthy comments on employee retention, a seemingly straightforward way to give the business a competitive edge.

### People Site Certification (PSC)

APCSC believes that through investing in provision of professional training to employees, a firm in return can raise the bar of service levels as well as retaining talent and customers. "The present volatile economic uncertainties globally have created greater business challenges in the Asia Pacific. With increasing channels and competitions, customers are more selective with professional pre and post sales services and customer experience cross channels," continued Chu. "Leading firms continue to invest in their people, learn and grow to ensure excellent people development to retain and nurture their most valuable customers and staff."

The People Site Certification established by APCSC is to recognize customer service practitioners' remarkable contribution. Firms awarded with the certificates have over 90% of their Customer Service and Contact Center staffs certified

under APCSC's Global Certification programs and are perceived by the industry as benchmarks.

### Equipping talent to meet market demands

The 3 business units awarded with the People Site Certification this year each represent their respective industry in terms of their excellent customer management systems and dedication to equipping the staff to exceed customers' expectations. They are, Mead Johnson Nutrition (Hong Kong) Ltd., Quality HealthCare Medical Services Ltd., and International Herald Tribune. While the business landscapes do not necessarily look the same for them, what they have in common is the belief and motivation to provide quality service to their customers.

"Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care. This certification is indeed an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service and quality products which exceed our customers' expectations," said Florence Wong, GM of Mead Johnson Nutrition.



Hong Kong CRE & CSQS Roundtable in December 2011 hosted by QNET Ltd.



Taipei CRE & CSQS Roundtable in February 2012 hosted by Taipei Rapid Transit Corporation and Chinese Society for Quality, Taiwan



Guangzhou CRE & CSQS Roundtable in February 2012 hosted by DHL-Sinotrans International Air Courier Ltd.



Beijing CRE & CSQS Roundtable in March 2012 hosted by DHL-Sinotrans International Air Courier Ltd.



Kuala Lumpur CRE & CSQS Roundtable in March 2012 hosted by QNET Ltd.



Shanghai CRE & CSQS Roundtable in April 2012 hosted by China Pacific Insurance Co. Ltd.



Randy Weddle, Managing Director, Asia Pacific, Helena Phua, Deputy Managing Director, Asia Pacific, Gina Wong, from International Herald Tribune, received People Site Certification