

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

## Continuous Technologies innovate & invest in customer relationship excellence



The Hong Kong International Expo Innovation Awards is established this year by Asia Pacific Customer Service Consortium (APCSC) and Hong Kong Customer Service Consortium (HKCSC) with the goal to promote innovation in improving customer relationship excellence. It aims to recognize innovative products and services in the region, strengthen corporate brands in the industry, and help develop a sustainable business development strategy for the exhibitors at the Expo.

### First winner from Hong Kong

This year, Continuous Technologies International Limited (CTIL) came out on top in the Mobile Application System Integration category of the Expo Innovation Awards, as the only Hong Kong based company – winning praise for its commitment to innovation and customer relationship excellence (CRE). The rest of the other international winners are based out from China, Europe, Malaysia, and Singapore.

Mr. Ian Wong, Senior Partner of Continuous Technologies International Limited (CTIL) said, “We are honoured to receive the 2012 Expo Innovation Awards under the category of Mobile Application System Integration. This award recognizes our focus and effort to offer innovative communications-enabled business solutions.”

CTIL has long established itself as a frontrunner in contact center technology and solutions. Under its operations, thousands of agents in Hong Kong, China and neighboring countries conduct business through their contact center platform, which deals with inbound, outbound and blended communications. Their integrated contact center solution consists of advanced ACD and predictive dialing, unified contact processing for voice, email and web, speech IVR, digital recording, instant message as well as real-time reporting and a myriad other essential management tools. Managing your work life for you through technology, great, forward-thinking customer service is at the center of their business.

### Pay attention and listen to customers

What gives them the edge over competitors is their management’s commitment to CRE, which involves investing heavily in service delivery infrastructure such as systems, tools people and processes to maintain service consistency and quality. At the heart of their service is a willingness to pay attention and listen to the customers’ needs, even as they continue to demand higher service levels.

### Innovative Mobile Enabled Workflow System

CTIL has always been at the forefront of CRE as one of the first company to offer an open, fully-distributed platform, their solutions are specifically focused for rapid deployment of scalable contact center environments from a few to a few hundred agents.

They have also managed to keep abreast of the latest wave of technological changes. With increasing availability of mobile devices, smartphone technology and wireless communication, including 3G and LTE, CTIL has turned its focus onto the Innovative Mobile Enabled Workflow System, which

can substantially enhance service quality and operational efficiency in order to better provide for customers. As Ian says, ‘Commitment to superior customer service levels that meet and even exceed customer expectations is the first step towards our success.’

### Real-time mobile enabled field service

Ian Wong said, “These solutions have proven success in facilitating our clients to effectively gain and retain customers while achieving sustainable competitive advantages.”

CTIL, in particular, offers a real-time mobile enabled field service system that integrates with clients’ business processes and backend systems in order to unify fragmented workflows. The field service applications, e.g., can be customized to optimize benefits to all operating units, are highly scalable, and can enable single logon and corporate information access control. This latest innovation in CRE is testament to their continued commitment to the issue.



Esther Tsang, CS Director from Quality HealthCare Medical Services received PSC from APCSC. The Company also deploys CTIL's contact center solutions.

### Help clients improve service performance

Nowadays, for instance, their services have been extended to include richer call center functions, multilingual and multi-currency services, scalable communications platform to support voice, email and fax interactions, as well as meter reading, charge schemes and billing.

The past year has also seen strides forward in terms of service call handling performance and service delivery performance. Helping their clients to improve call answer rate from 15% to 20%, and reduce clients’ service engineer call volume with successes where their average call time and abandon rate were all reduced by 50% or above.

### CRE as key to competitiveness

“The management needs to realize the importance of customer service capabilities to the performance and competitiveness of their business,” Ian Wong emphasised, “Management commitment and staff buy-in to maintain superior customer service levels that meet and, sometimes exceed customer expectation, is the first step.”

The clients’ service delivery was achieved at lower operating cost, increased service engineer productivity, while better matching of service staff to customer needs was achieved. Job orders were also managed and solved in record time, a marked improvement.

### Monitor and measure performance

The second step towards excellence is investing in service delivery infrastructure such as systems, tools, people and processes. “This is essential to maintain consistency and service quality,” Ian Wong added. A company must also have the means to monitor and measure the performance of each of these essentials and identify areas for further improvement.

The Expo Innovation Awards assesses and recognizes both aspects of Innovation and Customers Relationship Excellence. Firms are assessed through introduction of product or service, business case presentation, summary and write-up, customer feedback and customer satisfaction assessment.

Ian Wong said, “I would like to express appreciation to our staffs who have consistently displayed their competences and commitments to excellence. This award not only serves as recognition of the contribution by everyone in our team but also an assurance of our service focus.”

### Investing in staff learning and growth

To keep up the current level of excellence, the company has attempted to better itself through several measures. These include participating in industry events like the CRE & CSQS Leadership Summit, the HK International CRE & Innovation Expo, as well as engaging professional service and IT support staff in training and professional certification programs. “To improve the support service level, we want to get them to think like the customers – to put themselves into the other’s shoes,” concludes Ian. “We therefore encourage them to undergo constant training.”

### Market trend from voice to data

Innovation, a belief in people, and a belief in technology are key to its CRE strategy. As the market moves from voice to data, with an increasing trend toward the use of social media and online mobile support, CTIL will be ahead of the curve. It will continue to reinforce its customer-centric professional image, provide timely and accurate order status information to customers and stakeholders, as well as improve operation efficiency.

Its Mobile Application solution platform is a case in point. A new launch, it will help bring benefits to other business functions, and other country operations, by providing integration on the following items - smartphones and mobile devices, information systems (GIS), mobile field service, as well as location-based applications tracking mobile resources with GPS.



Tommy Fung, Assistant Vice President, Technical Services from Continuous Technologies International Limited, received the Expo Innovation Awards Certificate and Trophy.

### Flexibility and customer oriented

“We believe that a technology service provider must offer flexible solutions that can easily accommodate the ever-changing demands of a growing, global clientele,” says Ian.

Evidently, technology and people – two disparate yet inseparable themes, are at the heart of CTIL’s CRE revolution. Helping people navigate a world of technology, and staying close to their technological needs, CTIL strives to move forward with its vision of a customer-oriented future.

Ian Wong, said, “We are honoured to receive the 2012 Expo Innovation Awards. This award recognizes our focus and effort to offer innovative communications-enabled business solutions. We will continue to meet and exceed customer expectations through innovative products and professional services.”

### ‘Delighting you Always – A partnership with Canon’



Collaborated by Canon Hong Kong and CTIL, the CRM solution is to be introduced to other cities in Asia Pacific

For Canon, CTIL devised a whole new CRM system for the company, to much-praised effect. With the aid of Blackberrys and mobile, wireless, technology, the system greatly raised efficiency for its customer care and repair services. After implementation, both at their call centre and amongst their repair workforce, mistakes were weeded out, and 60% of customers got their repairs sorted out within the first 2 hours, 85% within 4 hours. And not only was efficiency greatly raised, it was also accompanied by lower production costs, benefiting both the company and Canon customers.