

# CRE & CSQS 2013 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

## International Keynotes on Future Leadership

### Ready for Future Thinking Leadership

Organized by APCSC, the CRE & CSQS Leadership Summit 2013 held earlier in June in Hong Kong, assembled an illustrious list of international keynote speakers from world-renowned firms and government sectors, Awards finalists and past winners to share industry insights on enabling business acceleration while delivering impeccable service. The 11th Summit shed light on the theme: Discovering CRE Innovation & Integration; Meeting Future Customer Demand Today.

The 2-day summit attracted over a hundred companies from around the world to network exchange on a wide range of topics and ideas with senior leaders from Hong Kong, China, Japan, Malaysia, Singapore, USA, Europe, Taiwan, Thailand, Philippines, etc. Future thinking topics were the focus, including digital marketing, social influence, mobile innovation, customer diversity and centrality, CEM, BPO partnership for CRE.



Summit Day 1 (left to right): Sebastian Kuntz, International Board Member of Tripolis Solutions, Netherlands; Rita Suttarno, Senior Executive – Social Media and Sinamar Reyes, Research and Development Manager of QNet; Jason Chu; Grace Zhao, CEO of Grand Media; Stephen Tai, Telebet Manager of Hong Kong Jockey Club

### International CEO Forum on Social CRM & CEM

At the CEO Forum, Ocean Park CEO Tom Mehrmann talked about how the Park provide innovative superior customer experience, allow customers to connect with nature, combine fun education, and empower staff innovation beyond the customers imagination. CEO of HDI Japan, Tastumi Yamashita; President Director of PT VADS Indonesia, Wardhani Soedjono and CEO of Chunghwa Telecom Customer Service Division Yi-ching Chen share their successful strategies in leveraging the social, digital, online and offline integration strategy with business cases to enlighten the audience.



CEO Luncheon Forum – Day 1 (left to right): Ng Sze Min, Technical Presales Consultant of Interactive Intelligence; Phuah Aik Chong, Vice President (IT) of Astro Malaysia; Ibu Wardhani Soedjono, President Director of PT VADS Tbk., Indonesia; Jason Chu

### CSQS Certification for CS Distinction

APCSC has developed the Customer Service Quality Standard (CSQS) in association with the University of Hong Kong, together with industry support from the CSQS Committee Asia Pacific. A highlight of the summit, APCSC presented the CSQS Certificate of Distinction to Henderson Land Group Property Management Department, Taiwan Life Insurance, and Nexusguard Ltd. respectively, in recognition of their overall service quality, CSQS best practice compliance and performance of the entire customer service operation.



Brian Wan, Customer Service Manager of Nexusguard Ltd. received the CSQS Certificate and Trophy

Mr Adrian Luwa, Operation Director, Nexusguard said, “By implementing CSQS standards, we can ensure that our customers consistently receive exceptional service regardless of their language, industry, business model or IT infrastructure. In an industry where technology and finesse are king, Nexusguard maintains that customer service must never take a back seat.”



Ian Wong, Senior Partner from Continuous Technologies International Limited, received the Expo Innovation Awards Certificate and Trophy

### Engage Customers & Promoters with Social Influence

Customer loyalty is a major issue of concern at the Summit. “It’s all about attracting and engaging the right, repeat consumers to be your promoters to offer positive review or testimonials,” said Mr. Jason Chu, Chairman of APCSC, in his opening speech in the Summit. “Customer relationship excellence is often the key that leads to compelling loyalty proposition, market leadership and branding for B2C global consumers and B2B business clients.”



Frits E. Fraase Storm, Country Director, and Sebastian Kuntz, International Business Development and Board Member from Tripolis Solutions, received the Expo Innovation Awards Certificate and Trophy

Charles Mok, Hong Kong Legislative Council Member (ICT) shared how using social influence with technologies to identify vital customer preferences and patterns for communicating with customers can allow frontline to be able to quickly access customer information, so that the entire customer experience can be even more smoothly. From Indonesia, Miss Cut Noosy Senior GM of XL Axiata shared the key successes of innovation in outsourcing partnerships by using the metaphors of marriage relationship for the optimum management services to create win-win-win.



Suen Kwok Lam, MH, JP, Managing Director of Henderson Land Group received the CSQS Certificate



Sheu Ruey Jen, Vice General Manager of the Taiwan Life Customer Service Centre received the CSQS Certificate



2012 CRE Awards Individual Winners group photo



CSQS on-site Assessment – Customer Service Ambassador of China Pacific Life Insurance Co., Ltd. Yunnan Province provided Service via mobile tablet



CSQS on-site Assessment – Land Transport Authority (Singapore) accompanied by Lew Yii Der, Group Director; William Wong, Director, Corporate Development & Research; Peter Leong, Deputy Director Customer Services; Tan Kim Hong, Director, Public Transport Promotion & Services



CSQS on-site Assessment – PT. XL Axiata, Tbk, Indonesia accompanied by Becquini Akbar, Assistant Vice President Customer Service Vendor Mgt Organization



CSQS on-site Assessment (right to left)– RHB Bank Berhad Singapore at Changi Airport accompanied by Jason Wong, Country Head – Singapore; Yvonne Lim, Section Head, Changi BDC & Banknotes; Luke Diep, Head, Service Quality & PR; Vivian Cheong, Manager, Changi BDC



CSQS on-site Assessment – Advanced Contact Center Co., Ltd., accompanied by Jaiporn Srisakul, Managing Director



CSQS on-site Assessment – DHL Express Taiwan accompanied by Andy Lai, Manager, Customer Care & Key Account Desk

### 2012 CRE Awards Individual Winners

#### CEO of the Year

Paul Salnikow, The Executive Centre (Office Solution)  
Carol Li Xiao Ying, AIA Guangdong Branch (Insurance)

#### Entrepreneur CEO of the Year

Danny Yeung, Groupon (eCommerce)

#### CRM Director of the Year

Cut Noosy Keumalafajri, PT. XL Axiata, Tbk (Mobile)  
Ken Chao Kie Kang, DHL Express Taiwan (Logistics)  
Andy Cheung, Groupon (eCommerce)

#### CRM Manager of the Year

Raymond Law Pak Cheung, MetLife (Insurance)  
Winnie Hung Leung Leung, one2free (Mobile)  
Andy Lai Chin Hung, DHL Express Taiwan (Logistics)  
Joel Chun Ka Hung, Citic Telecom International CPC Limited (Network Communications)

#### Customer Service Manager of the Year

Vincent Hui Wing Tung, The Hong Kong Jockey Club (Entertainment – Contact Center)  
Sam Cheng Sum, one2free (Mobile – Contact Center)  
Rosanna Yim Wai Kwan, DHL Express (Hong Kong) Limited (Logistics – Contact Center)  
Rachel Mak Ching Ting, MetLife (Insurance – Contact Center)  
Rachel Zhang Ping, China Enterprise Communications Limited (Network Communications – Service Center)  
Agnes Cheung Wai Fun, Hong Kong Airlines Limited (Airlines – Service Center)  
Andy Liu Tao, IBM Solution & Services (Shenzhen) Co., Ltd (ISSC) (Service Desk – Technical Center)

#### Customer Service Team Leader of the Year

Vivian Chu Jui Hsuan, DHL Express Taiwan (Logistics – Contact Center)  
Dionnie Ho Tin Yan, one2free (Mobile – Contact Center)  
Sandy Leung Wai Chi, The Hongkong Electric Co., Ltd. (Public Utility – Contact Center)  
Derek Wong Man Wai, The Hong Kong Jockey Club (Entertainment – Contact Centre)  
Terence Fung Lai Yee, Hong Kong Airlines Limited (Airlines – Service Center)  
Cherry Wei She Yan, IBM Solution & Services (Shenzhen) Co, Ltd (ISSC) (Service Desk – Technical Center)  
Chris Chan Chi Chung, one2free (Mobile – Technical Center)

#### Customer Service Professional of the Year

Elinor Wong Wai Mei, The Hongkong Electric Co., Ltd. (Public Utility – Contact Center)  
Yoki Ngan Wai Yau, The Hong Kong Jockey Club (Entertainment – Contact Centre)  
Cody Lei Ka Wo, New World Telecommunications Limited (Telecom – Contact Center)  
Sky Dong Tian Li, DHL-Sinotrans International Air Courier Ltd. (Logistics – Contact Center)  
Louis Tam Lai Lok, one2free (Mobile – Technical Center)

#### Merit – Customer Service Manager of the Year (Contact Center)

Lillian Ding Lin, DHL-Sinotrans International Air Courier Ltd.  
Sandra Chan Yuk Chu, The Hong Kong Jockey Club

#### Merit – Customer Service Team Leader of the Year (Contact Center)

Gillian Tan Qian Ming, DHL-Sinotrans International Air Courier Ltd.  
Louisa Chung Wai Chu, DHL Express (Hong Kong) Limited  
Brian Leung Wai Kei, The Hong Kong Jockey Club  
Iris Lam Chau Ying, The Hong Kong Jockey Club

#### Merit – Customer Service Professional of the Year (Contact Center)

Jackie Wu Jen Yuan, DHL Express Taiwan  
Carly Wong Ka Man, one2free  
Michael Chan Wai Yip, The Hong Kong Jockey Club  
Eric Lau Ho Tai, The Hong Kong Jockey Club  
Calvin Cheung Tak Kei, The Hongkong Electric Co., Ltd  
Winnie Wong Yik Yue, The Hongkong Electric Co., Ltd  
Kimmy Leung Kit Ying, The Hongkong Electric Co., Ltd  
Bonita Chan Shan Shan, The Hongkong Electric Co., Ltd  
Rene Law Ka Yee, The Hongkong Electric Co., Ltd  
Anita Tsang Fung Kau, New World Telecommunications Limited  
Joe Chu Siu Kin, DHL Express (Hong Kong) Limited

### Overview of CRE Awards 2013 Process

Open for Application & Nomination	Jun-Dec 2013
CSQS Preparation for the CRE Awards <sup>^</sup>	
Application Deadline	*EA Sep 15 **SA Dec 15
Self Assessment Questionnaire	Jan 31, 2014
Business Case Presentations	Feb 2014
Stage One Screening	Feb-Mar 2014
Mystery Call / Visit	Mar-Apr 2014
CSQS & CSKM On-Site Assessment	Oct-Dec 2013 Jan-Apr 2014
Stage Two Screening	Apr-May 2014
Public Web voting	Apr-May 2014
Final Assessment by Judging Panel	May 2014
CRE Awards Dinner Ceremony	Jun 2014
Press Release & Publication of Newspaper	Jun-Jul 2014

\*EA: Early Application \*\*SA: Second Application  
<sup>^</sup>CSQS Training is mandatory for CRE Awards applications