

International CRE & CSQS Leadership Summit 2014 & International CRE Awards Ceremony



10 Years + 國際傑出顧客關係服務獎

Customer Relationship Excellence Awards Official Launch



International Customer Relationship Excellence Awards Winner Group Photo with Mr. Jason Chu, Chairman of APSCS at 2014 International CRE Awards Dinner Ceremony

CRE Leadership, Journey of Championships!

In pursuit of a sustainable success of corporate development, firms must focus on CRE (customer relationship excellence) strategy and stay ahead to meet customer demands and retain their loyalty. CRE Leadership has become a lifetime journey of championships.

At the 2014 International CRE Awards Dinner Ceremony on June 13, Asia Pacific Customer Service Consortium (APCSC) announced the list of winners for the 2013 Customer Relationship Excellence Awards (CRE Awards) as recognition for their outstanding performance in their service fields.

During the award ceremony, Mr. Jason Chu, Chairman of APCSC, congratulated all the winners and emphasized the importance of treating CRE Leadership as a journey of

championships and the key to a sustainable success in corporate development: "The true leaders are dedicated and enjoy the exploration and pursuit of their CRE Journey striving for professional development, staff engagement and customer satisfaction."

CRE Outstanding Achievement Winner

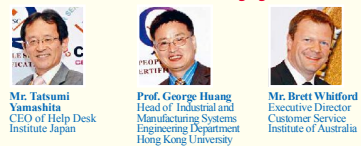
Winning the top honor of the Customer Relationship Excellence - Outstanding Achievement Award together with other three prizes, Mr. Philip Chen, Managing Director of Hang Lung Properties said: "We would like to thank APCSC for providing such a professional platform for organizations like us to share their best-in-class practices, developments and aspirations."

Best CRE World Cup Teams & Players

Coming from all over the world, winners of CRE Awards have reached world class and market leadership. Chu described it: "On the 12th International CRE Awards anniversary, we have the best 'CRE World Cup teams and players' from cross industries and countries."

Astro Malaysia won the Online Customer Service of the Year for two consecutive years and the new category, Customer Experience Center of the Year. Ms. Swee Lin Liew, Chief Commercial Officer of Astro, said: "We will continue our utmost efforts as Malaysia's leading integrated consumer media entertainment group and we would like to thank our customers for their continuing support."

International CRE Awards Judging Panel



Message from Mr. Jason Chu, Chairman of APCSC

"On behalf of APCSC and the international supporting organizations, I congratulate you all for your unyielding enthusiasm, passion, commitment, perseverance, team spirit and sportsmanship in achieving Customer Relationship Excellence (CRE). On the 12th International CRE Awards anniversary, we have the best 'CRE World Cup teams and players' from across industries and countries. All finalists have gone through the final qualifying round of public web voting by both your customers and the public endorsement, and the CSQS assessment by the panel of referees. The International CRE Awards program has successfully promoted the spirit of customer relationship excellence, advocated customer centric innovations from different cultures, campaigned for social media mobile technology advancements across industries, and further raised up the commitments from CEOs to champion and honor the best-in-class customer services winning the loyalty of our global mobile consumers today."

CRE Leadership is a Journey of Championship! Through each CRE Awards Journey, together, we celebrate and refocus with stronger passion, closer partnership, genuine trust and fellowship. Together, we embark on a refreshed vision and mission to pursue, support, research and share best practices together among the CRE Leadership and collaborate through the CRE & CSQS Roundtables and CXO Forums in international cities.

CRE Leadership is a Journey of Championship! The true leaders are dedicated and enjoy the exploration and pursuit of their CRE Journey striving for professional development, staff engagement and customer satisfaction. APCSC has been very privileged to facilitate and expand this professional platform with all of you for knowledge exchange, experience dialogue and benchmark among international CRE Leaders across industries.

CRE Leadership is a Journey of Championship! Tonight, we celebrate together as the International CRE Leadership for our outstanding team work, customer centric innovation, and pursuit of service excellence. On behalf of APCSC and the CRE Awards organizing committee, congratulations to all of you, champions of Customer Relationship Excellence Awards!"

2013 CRE Awards Corporate Winners

- Customer Relationship Excellence - Outstanding Achievement**
Hang Lung Properties Limited
- Corporate Environmental Leadership (Property Management)**
Henderson Land Group Property Management Department (Hang Yick and Well Born)
- Corporate Social Responsibility Leadership (Property Management)**
Hang Lung Properties Limited
- Public Service (Public Utility)**
The Hongkong Electric Co., Ltd.
- Global Support Services (Telecom)**
China Telecom Global Limited
- Global Support Services (Logistics)**
DHL Express (Hong Kong) Limited
- Global Support Services (Service Desk)**
IBM Solution & Services (Shenzhen) Co., Ltd.
- Best Customer Experience Management (Telecom)**
Advanced Contact Center Co., Ltd.
- Best Customer Experience Management (Property Management)**
Shanghai Wheelock Square Development Ltd.
- Customer Experience Center (Entertainment)**
MEASAT Broadcast Network Systems Sdn Bhd.
- Contact Center (IT - Above 1000 Seats)**
Lenovo Services
- Contact Center (Logistics - Above 500 Seats)**
DHL-Sinotrans International Air Courier Ltd.
- Contact Center (Logistics - Under 300 Seats)**
DHL Express (Hong Kong) Limited
- Contact Center (Insurance - Under 200 Seats)**
China Pacific Life Insurance Co., Ltd.
Changsha Operation Center
- Contact Center (Entertainment - Under 200 Seats)**
The Hong Kong Jockey Club Integrated Contact Center
- Contact Center (Logistics - Under 150 Seats)**
DHL Express Taiwan
- Contact Center (Logistics - Under 100 Seats)**
DHL Express Singapore
- Contact Center (Insurance - Under 20 Seats)**
Manulife (Singapore) Pte Ltd.
- Customer Service Center (Entertainment)**
The Hong Kong Jockey Club (Retail)
- Customer Service Center (Insurance)**
AIA Company Limited Shenzhen Branch
- Customer Satisfaction Quality System (Logistics)**
DHL Express Singapore

Employee Engagement Program (Logistics)

- DHL Express Singapore
- Employee Engagement Program (Property Management)**
Hang Lung Properties Limited
- Field Support Team (Property Management)**
Henderson Land Group Property Management Department (Hang Yick and Well Born)
- High Speed Customer Service (Entertainment)**
The Hong Kong Jockey Club Tsing Yi Teletbet Center
- Best Use Of Knowledge Management (Logistics)**
DHL-Sinotrans International Air Courier Ltd.
- Online Customer Service (Entertainment)**
MEASAT Broadcast Network Systems Sdn Bhd.
- Corporate Service Team (Entertainment)**
The Hong Kong Jockey Club Claim Management
- People Development Program (Property Management)**
Hang Lung Properties
- People Development Program (Logistics)**
DHL Express Taiwan

Merit - Best Customer Experience Management

Manulife (Singapore) Pte Ltd.

Merit - Field Support Team

Hong Kong Airlines Limited



Consecutive Winner Logos in recognition of organizations' long-term participation

Overview of CRE Awards 2014 Process

- Open for Application & Nomination Jun-Dec 2014
- CSQS Preparation for the CRE Awards^A Application Deadline **EA Sep 15 **SA Dec 15
- Self Assessment Questionnaire Jan 31, 2015
- Business Case Presentations Feb 2015
- Stage One Screening Feb-Mar 2015
- Mystery Call / Visit Mar-Apr 2015
- CSQS and CSKM On-Site Assessment * Oct-Dec 2014 ** Jan-Apr 2015
- Stage Two Screening Apr-May 2015
- Public Web voting Apr-May 2015
- Final Assessment by Judging Panel May 2015
- CRE Awards Dinner Ceremony Jun 2015
- Press Release & Publication of Newspaper Jun-Jul 2015

^AEA: Early Application ^{**}SA: Second Application ^{CSQS}CSQS Training is mandatory for CRE Awards applications

2013 CRE Awards Individual Winners

- CEO of the Year**
Bill Lisle, AIA Bhd.
- CRM Director of the Year**
Angie Hung Chun Mei, DHL Express Taiwan
- Customer Service Manager of the Year**
Hawk Sun Ming Hung, DHL Express Taiwan (Logistics)
- Customer Service Manager of the Year**
Pansy Yi O'Ying, The Hong Kong Jockey Club (Entertainment - Contact Center)
- Customer Service Manager of the Year**
Diddy Chan Chi Man, Prudential Hong Kong Limited (Insurance - Contact Center)
- Customer Service Manager of the Year**
Frances Feng Ying, DHL-Sinotrans International Air Courier Ltd. (Logistics - Contact Center)
- Customer Service Manager of the Year**
Betty Wang Xiao Hui, China Telecom Global Limited (Network Communications - Contact Center)
- Customer Service Manager of the Year**
Julia Huang Chin Wen, DHL Express Taiwan (Logistics - Contact Center T&D)
- Customer Service Manager of the Year**
Pinky Ma Tsz Ting, The Hong Kong Jockey Club (Retail) (Entertainment - Service Center)
- Customer Service Manager of the Year**
Raymond Wong Shu Hon, Prudential Hong Kong Limited (Insurance - Service Center)
- Customer Service Manager of the Year**
Thomas Wong Siu Hin, CITIC Telecom International CPC Limited (Network Communications - Service Center)
- Customer Service Manager of the Year**
Amy Leung Po Chu, The Hong Kong Jockey Club Claim Management (Entertainment - Technical Center)
- Customer Service Manager of the Year**
Felix Huang Hung To, China Telecom Global Limited (Network Communications - Technical Center)
- Customer Service Manager of the Year**
Joanna Wang Xiao Jian, IBM Solution & Services (Shenzhen) Co., Ltd. (Service Desk - Technical Center)
- Customer Service Team Leader of the Year**
Man Ng Wai Man, The Hong Kong Jockey Club (Entertainment - Contact Center)
- Customer Service Team Leader of the Year**
Viniza Wang Qian, DHL-Sinotrans International Air Courier Ltd. (Logistics - Contact Center)
- Customer Service Team Leader of the Year**
Daisy Zhou Dao Xin, China Telecom Global Limited (Network Communications - Contact Center)
- Customer Service Team Leader of the Year**
Pang Wai Kwong, The Hongkong Electric Co., Ltd. (Public Services - Contact Center)
- Customer Service Team Leader of the Year**
Norelle Wong Yik Wang, Hong Kong Airlines Limited (Airlines - Service Center)
- Customer Service Team Leader of the Year**
Rainie Chan Kwun Ching, The Hong Kong Jockey Club (Retail) (Entertainment - Service Center)
- Customer Service Team Leader of the Year**
Daniel Huang Tian Long, China Enterprise ICT Solutions Limited (Network Communications - Service Center)
- Customer Service Team Leader of the Year**
Jenny Liu Kai Yuk, The Hong Kong Jockey Club Claim Management (Entertainment - Technical Center)
- Customer Service Team Leader of the Year**
Wendy Wan Lai, IBM Solution & Services (Shenzhen) Co., Ltd. (Service Desk - Technical Center)
- Customer Service Professional of the Year**
Anna Choi On Na, DHL Express (Hong Kong) Limited (Entertainment - Contact Center)
- Customer Service Professional of the Year**
Alice Lai Hoi Yan, The Hong Kong Jockey Club (Entertainment - Contact Center)
- Customer Service Professional of the Year**
Keely Suen Wai Man, Prudential Hong Kong Limited (Insurance - Contact Center)
- Customer Service Professional of the Year**
Ben Deng Jun Ming, China Telecom Global Limited (Network Communications - Contact Center)
- Customer Service Professional of the Year**
Anthony Tobias, The Hongkong Electric Co., Ltd. (Public Services - Contact Center)

- Customer Service Professional of the Year**
Brenda Leung Pui Man, HKT Premier (Telecom - Contact Center)
- Customer Service Professional of the Year**
Cynthia Chen Yu Hsien, DHL Express Taiwan (Logistics - Contact Center T&D)
- Customer Service Professional of the Year**
Edwin Tse Pu Yu, The Hong Kong Jockey Club (Retail) (Entertainment - Service Center)
- Customer Service Professional of the Year**
Keoy Hui Ping, Hong Kong Tourism Board (Tourism - Service Center)
- Customer Service Professional of the Year**
Ong See Eng, SBS Transit Ltd (Transportation - Service Center)
- Customer Service Professional of the Year**
Raymond Lam Tak Shing, The Hong Kong Jockey Club (Contact Center)
- Customer Service Professional of the Year**
Cathy Lee Kit Yee, DHL Express (Hong Kong) Limited (Contact Center)
- Customer Service Professional of the Year**
Jennifer Tsang Fung Ping, The Hong Kong Jockey Club (Retail) (Service Center)
- Customer Service Professional of the Year**
Anita Chan Lai Wa, The Hong Kong Jockey Club (Retail) (Service Center)
- Customer Service Professional of the Year**
James Cheung Wan, China Telecom Global Limited (Technical Center)
- Customer Service Professional of the Year**
Melody Fu Man Lung, The Hongkong Electric Co., Ltd. (Contact Center)
- Customer Service Professional of the Year**
Patrick Chan Wai Chung, The Hong Kong Jockey Club (Contact Center)
- Customer Service Professional of the Year**
Jacky Chan Shing Pan, The Hong Kong Jockey Club (Contact Center)
- Customer Service Professional of the Year**
John Cho Ka Kin, The Hong Kong Jockey Club Integrated Contact Center (Contact Center)
- Customer Service Professional of the Year**
Jeff Chan Chi Wu, DHL Express (Hong Kong) Limited (Contact Center)
- Customer Service Professional of the Year**
Fanny Lau Yan Yin, The Hong Kong Jockey Club (Retail) (Service Center)
- Customer Service Professional of the Year**
Fanny Wong Hoi Chung, The Hong Kong Jockey Club (Retail) (Service Center)
- Customer Service Professional of the Year**
Nancy Cheng Lan Sze, Hong Kong Airlines Limited (Service Center)
- Customer Service Professional of the Year**
Ho Wing Kwong, The Hongkong Electric Co., Ltd. (Contact Center)
- Customer Service Professional of the Year**
Chung Hok Lam, The Hongkong Electric Co., Ltd. (Contact Center)
- Customer Service Professional of the Year**
Kitty Tang Wing Vhee, The Hongkong Electric Co., Ltd. (Contact Center)
- Customer Service Professional of the Year**
Crystal Lam Yuen, The Hongkong Electric Co., Ltd. (Contact Center)
- Customer Service Professional of the Year**
Angel Lam Wai Siu, The Hong Kong Jockey Club (Contact Center)
- Customer Service Professional of the Year**
Anthony Wong Tsz Fung, The Hong Kong Jockey Club (Contact Center)
- Customer Service Professional of the Year**
Murphy Fan Wing Fat, HKT Premier (Contact Center)
- Customer Service Professional of the Year**
Yang Bei, DHL-Sinotrans International Air Courier Ltd. (Contact Center)
- Customer Service Professional of the Year**
Regina Shu Wyman, DHL Express (Hong Kong) Limited (Contact Center)
- Customer Service Professional of the Year**
Ken Katsumata, The Hong Kong Jockey Club (Retail) (Service Center)
- Customer Service Professional of the Year**
Samuel Lam Sze Yan, The Hong Kong Jockey Club (Retail) (Service Center)



2013 CRE Awards Individual Winners Group Photo

Apply 2014 CRE Awards

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Asia Pacific Customer Service Consortium