



Asia Pacific
Customer
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Consortium

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FOR IMMEDIATE RELEASE

Advanced Info Service Shined at the Hong Kong International CRE & Innovation Expo

Hong Kong, June 12, 2015 – The 4th Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo focused on the theme of *Digital, Social, Mobile, Big Data & Cloud; CRM, contact center, BPO, eCom & Security*. International keynote speakers addressed the expo theme with their enterprise innovation case studies to contribute to the frontier of the digital, mobile, Internet Plus economy.

This year's **Expo Innovation Awards** was bestowed to **Advanced Info Service Plc** on the submission of “**‘AIS LIVE 360’**” customer care campaign in recognition of their enterprise efforts and innovation for **CRE Innovative Mobile Digital Lifestyle Campaign!**

Mr. Charles Mok, Legislative Councilor (IT), HKSAR Government congratulated all Expo Innovation Awards winners and said, “Innovation and technology are the keys to sustainable and diversified economic development, and essential in enhancing Hong Kong’s competitiveness as a knowledge-based economy, as well as benefiting our society as a whole. Our neighboring economies highly value innovation and technology development by formulating comprehensive and long-term strategies in promoting talent cultivation. We urge to build up collaborative efforts and supports for our future generation and inclusive innovation society.”

Mr. Jason Chu, Chairman of APCSC stated, “Entering the new ‘**Internet Plus**’ era, firms need to innovate and embrace changes by adopting more direct and convenient social media channels and create comprehensive mobile platforms, online smart self-services with artificial intelligence in order to uplift the overall customer experience. Further integrating cloud computing and big data, enterprises can provide customers with personalized products and services with higher customer satisfaction and effective engagement. Through the Hong Kong International CRE Innovation Expo, we see that the speed of CRE innovation and consumer mobile O2O integration have become the driving force for business transformation and market leadership. Congratulations to **Advanced Info Service** for their dedication towards customer centricity and innovation and winning the **HK International Expo CRE Innovation Awards!**”

Mrs. Vilasinee Puddhikarant, Chief Customer Officer of Advanced Info Service Plc. said, “Advanced Info Service Plc. (AIS) is really delighted to receive the Hong Kong International Expo CRE Innovation Awards for ‘Innovative Mobile Digital Lifestyle Campaign’. It is ‘AIS LIVE 360’, our vision to deliver a singular digital life experience to our customers. We have worked hard to produce many innovations such as networks or digital services in order to raise the lifestyle quality of the new generation. Most definitely, something to which AIS has always given importance is customer service and the delivery of excellence that is concurrent with modern lifestyles and people who are all looking for more and more individuality, convenience, thrills and fun.”

For full details of the **HK International Customer Relationship Excellence & Innovation Expo and the Expo Innovation Awards**, please visit <http://www.apcsc.com/expo/index.asp>

About Asia Pacific & Hong Kong Customer Service Consortium (APCSC & HKCSC) www.apcsc.com www.hkcsc.com

APCSC & HKCSC are founded with the belief of “*Excellent Customer Relationship is the only way to Sharpen your Competitive Edge!*” The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across Regions and to recognize and reward companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. Through the International Customer Relationship Excellence Award, **APCSC & HKCSC promote Customer Relationship Excellence as a core business value** in Hong Kong and international cities across regions and to recognize government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

HK International Customer Relationship Excellence & Innovation Expo <http://www.apcsc.com/expo/index.asp>

The **HK International CRE Innovation Expo & Awards** are aiming at providing a cross industry platform for enterprises to “innovate, communicate and collaborate,” to expand regional markets, achieve business transformation, improve international competitiveness, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding companies from Hong Kong, and overseas display and share, to build a prestigious platform to develop new solutions, solve business problems, and create new business models and opportunities. **The Expo Innovation Awards** recognizes innovative products and services, strengthen the corporate brand in Asia-Pacific region. Submissions are assessed through introduction of innovative products or services, business case presentation, summary and write-up, customer reference and customer satisfaction assessment by APCSC & HKCSC Expo Organizing Committee.

Advanced Info Service Plc <http://investor.ais.co.th/en/index.html>

Advanced Info Service Plc (AIS) was established in 1989, and is today the largest mobile operator in Thailand with 42 million subscribers and 97% nationwide coverage. The company and its subsidiaries operate varied telecommunication related businesses, including a mobile network operator, an international direct dialing service, a data communications service, sales and distribution of handsets and a SIM card, refill cards and payment service. A vital role in customer service is Advanced Contact Center Co. Ltd., our premier call center.

For Press interviews, **International CRE & CSQS Leadership Summit, CRE Awards, Customer Relationship Excellence & Innovation Expo promotion and sponsorship**, please contact Ms. Lau via tel: (852) 2174 1428, enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC_CRE.