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## Digital, Social, Mobile Innovation Excellence and Service Leadership HK Jockey Club and APCSC held CRE&CSQS Roundtable together in Happy Valley Racecourse

Hong Kong – September 16, 2013 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **The Hong Kong Jockey Club at the Happy Valley Racecourse**, Happy Valley, Hong Kong. The CRE & CSQS Roundtable, with the theme of “**Digital, Social, Mobile Innovation Excellence and Service Leadership**”, has attracted experts and senior executives of CRM, Customer Service & Experience, IT, Digital, PR, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including information technology, telecommunications, insurance, e-commerce, financial, entertainment, direct marketing, retail and public utility sectors from **Hong Kong** to exchange best practices on *Digital, Social, Mobile Innovation Excellence and Service Leadership*.

The following prestigious speakers and panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Hon. Charles Mok, Legislative Councilor (I.T.), HKSAR**
- **Mr. Jason Chu, Chairman, APCSC, CRE Awards Panel of Judge**
- **Mr. Patrick Ng, Executive Manager, Strategic Customer Systems & Planning, The Hong Kong Jockey Club**
- **Ms. Rosa W.Y. Ho, Customer Services Controller, The Hongkong Electric Co., Ltd.**
- **Mr. Eric Cheng, Head of China ICT, Finpro - Finland Trade Center**
- **Mr. Michael Joyce, Executive Director, Ipsos, Hong Kong**

**Mr. Jason Chu, Chairman of APCSC** in his presentation “**Digital, Social, Mobile Innovation Excellence and Service Leadership**” addressed the delegates, “*CRE Leadership is a Lifetime Journey!* The true leaders never stop their CRE Journey to engage customers, invest for greater returns, transform for better customer experiences, and pursuit professional standards. Through the *CRE Awards Journey*, we have fostered genuine trust, customer advocacy, supportive partnership and long lasting friendship with a common mission and mutual willingness to support and share best practice in the international CRE Leadership Community through the **CRE & CSQS Roundtables** in Asia Pacific cities, **CRE & CSQS Leadership Summit**, and **Hong Kong International CRE & Innovation Expo**. *CRE Leadership is a Lifetime Journey!* APCSC is privileged to facilitate and expand the CRE & CSQS professional platform with all of you together for knowledge exchange, experience dialogue and best practice benchmark among CRE Leaders across industries.” **Mr. Chu** concluded, “On behalf of APCSC and the international supporting organizations, I pay tribute to you all for the perseverance in pursuit of Customer Relationship Excellence, and to **The Hong Kong Jockey Club** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

**Mr. Patrick Ng, Executive Manager, Strategic Customer Systems & Planning of The Hong Kong Jockey Club** welcomed the delegates, “It is our pleasure to co-organize this CRE & CSQS Roundtable event with APCSC. The Hong Kong Jockey Club has long-standing relationship with APCSC and actively participates in the APCSC *Customer Relationship Excellence Awards*. We treasure every opportunity to exchange views with other best-practice organizations on how to provide the best-in-class customer services in this changing market environment.”

**Hon. Charles Mok, Legislative Councilor (I.T.) of HKSAR** in his presentation “**Mobile Applications and Privacy - Issues and Implications**” gave an account of recently published investigation report on a smartphone app by the Office of the Privacy Commissioner for Personal Data and highlighted his concern over its potential implication over the use of personal data in the public domain. He encouraged corporations and app developers to be aware of smartphone apps privacy policy transparency when collecting and using personal data.

**Mr. Eric Cheng, Head of China ICT of Finpro - Finland Trade Center**, in his presentation, “**Innovation Leadership and What after Nokia?**” talked about in the early 1990s, Finland transformed from being one of the least information and communication technology specialized countries to becoming the single most specialized one in the world through the success of Nokia as one of the major factors in pulling Finland out of the most severe economic crisis after World War II. As a result, Nokia’s share of the Finnish GDP increased rapidly. But since 2007 the share declined as fast as it rose ten years before. In 2013, Nokia’s share of the Finn-ish GDP estimated to fall to below 0.4%. The exceptional period when a single company dominated a remarkably big share of the Finnish GDP is now over; now replaced by other ICT companies including Rovio and Supercell.

After the presentation, **Mr. Jason Chu, Chairman of APCSC** presented the **CCSM (Certificate in Customer Service Management), CCSA (Certified Customer Service Analyst & Auditor (CCSA), CCCM (Certified Contact Center Manager) and CSCM (Certified Customer Service Center Manager) certificates** to the following leaders who have successfully completed their global certification programs:

- **Mr. Gannis Yuen, VP, Chief Technology Officer, Pacific Technology Engineering Ltd.**
- **Ms. Annie Lam, GSC Process & Practices Management Executive of QNet Ltd.**
- **Ms. Eva Sin, Senior Customer Relations Officer of QNet Ltd.**
- **Ms. Channing Lee, Quality Control Officer of Make The Right Call**
- **Mr. Don Wasan, Project Team Leader of Make The Right Call**

The **CCSM (inclusive of CCSA, CCCM, CSCM) Certification Program** is recognized by the **HKSAR Government under the Continue Education Fund (CEF)** program and the **Customer Service Institute of Australia (CSIA)**, and co-organized in **Malaysia by SIRIM Berhad**. This four-day course covers advanced topics in **Customer Service Management** and **Customer Service Quality Standard (CSQS)** that enable the participants to increase their awareness and knowledge of the latest development of Customer Service in terms of technology and management best practices. The course is like an intensive mini MBA course aiming to prepare supervisors and managers to become a world class manager with customer relationship excellence disciplines and mindset. Many companies in Asia Pacific have benefited in their people development through this course already.

**Mr. Michael Joyce, Executive Director of IPSOS**, shared about “**Mobile Research Case Studies**” where Smart phones have become an integral part of our daily lives. Their functionality and portability makes them a natural choice as a preferred research platform. Ipsos HK have conducted several mobile studies that demonstrate its power not to replace, but to augment customer research programs. The real time, in situation ability to capture user content (photos and video) ensures consumer reactions are 'in the moment' natural responses, rather than post rationalized memories of previous events. Mobile research can be single 'point in time' surveys or 'diaries' that cover multiple brand touch-points over a defined period of time.

Afterwards, insightful discussions were facilitated and led by Mr. Jason Chu with all the participants regarding the approaches to initiating CRE Strategies and elevating customer communication channels and experience through product and service innovation. The participants have exchanged their views on the strategic transformation of **Digital, Social, Mobile Customer Experience, Gamification, CRE Initiatives**, customer satisfaction, loyalty, customer and employee engagement, digital marketing and brand promotion.

APCSC also encouraged roundtable attendees to join the **Facebook Group “APCSC Asia Pacific Customer Service Consortium”** and the **LinkedIn Group “Strategic Customer Relationship Excellence CRE”** which were launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

Through CRE & CSQS Roundtable, APCSC invites market leaders to come together for best practices sharing on product and service innovation, CSR, CRM, customer experience management, knowledge management, Social media CRM with successful business cases and strategies, facilitate innovation in business operation, bring new opportunities for brand building and market development, create win-win-win to customers, staffs and employers.

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**About Asia Pacific Customer Service Consortium (APCSC)      [www.apcsc.com](http://www.apcsc.com)**

APCSC is 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 Asia Pacific Region and to recognize and reward government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. Through the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship Excellence as a core business value** in international cities across Asia Pacific 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.

**Customer Relationship Excellence (CRE) Awards      [www.apcsc.com/creaward/index.asp](http://www.apcsc.com/creaward/index.asp)**

The Customer Relationship Excellent (CRE) Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE. With the introduction of the Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria, the participants have been benefited greatly from the best practices and critical success factors from a world-class framework.

**Customer Service Quality Standard (CSQS)      [www.apcsc.com/csqsnet/index.asp](http://www.apcsc.com/csqsnet/index.asp)**

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to customer centric service organizations and centers that excel in customer relationship excellence. CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to reinforce their CRE strategies and the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear roadmap and directions for transforming into a customer-centric organization.

**About CRE & CSQS Leadership Summit 2014, June 12 -13      [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)**

CRE & CSQS Leadership Summit is an International Conference for exhibiting and showcasing Leadership in Innovation, Strategy, KM, Customer Service, Social Media, Public Service and CRM strategy and best practices by world class companies, subject experts, CRE Awards winners, Best-in-Class recognitions, CSQS Committee members, industry leaders and experts of the CRM Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for effective knowledge sharing, exemplary customer success leadership and showcase for WORLD-CLASS cities with high service quality and Customer Relationship Excellence. It would be a great honor and privilege to have your support and sponsorship to showcase your business success and industry leadership at this international leadership summit in Hong Kong, an international financial, business, logistic, tourism and trade center.

**About HK International Customer Relationship Excellence & Innovation Expo 2014, June 12 -13**

**[www.apcsc.com/expo/index.asp](http://www.apcsc.com/expo/index.asp)**

- **Digital, Social, Mobile, Apps & Ads**
- **Cloud, CRM, contact center, eCom & BPO**

**The HK International CRE Innovation Expo** is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate,” to expand overseas markets, achieve collaboration, improve international competitiveness, and showcase innovative solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display and share, to build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from government, organizations, enterprises, research and training institutions, leaders and professionals from different industries including ICT, social media, marketing agency, finance, investment, and ecommerce participate and exhibit in the event, have in-depth discussion on business opportunities and challenges to create Customer Relationship Excellence and Innovation, pay close attention to and share frontier problems regarding present and future industries’ development in HK, China, Asia Pacific and global competitiveness. **The next HK International CRE Innovation Expo 2014** will be held in June 2014.

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