



Asia Pacific  
Customer  
Service  
Consortium

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## ***Social Media & O2O Contact Center Integration for Customer Experience Management*** **AIA Bhd. and APCSC held CRE & CSQS Roundtable in Kuala Lumpur**

Malaysia, Kuala Lumpur – May 6, 2015 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable. The CRE & CSQS Roundtable, with the theme of “**Social Media & O2O Contact Center Integration for Customer Experience Management**”, has attracted C-level executives and directors from cross industries including financial, insurance, banking, telecommunication, direct marketing, property management, information technology, entertainment, e-commerce and media sectors from **Kuala Lumpur** to explore innovation and shape leadership in Customer Relationship Excellence and Customer Service Quality in order to elevate Service Standard in the industry.

After the warm welcome speech from **Mr. Jason Chu, Chairman, APCSC**, the following prestigious speakers and panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Mr. Jason Chu, Chairman, APCSC, International CRE Awards Panel of Judge**
- **Mr. Shalilatharash Jalil, Head of Distribution Technology, AIA Bhd.**
- **Mr. Troy Barnes, Head of Customer Experience, AIA Bhd.**
- **Mr. Edmund Yong, Director of Marketing (Asia Pacific Partnerships), Dun & Bradstreet**
- **Ms. Munirah Looi, President - Chief Executive Officer, Brandt International Sdn Bhd**



**Mr. Jason Chu, Chairman of APCSC** in his presentation “**Social Media & O2O Contact Center Integration for Customer Experience Management**” addressed the delegates, “**CRE Leadership is a Journey of Championship!** The true leaders never stop their **CRE Championship** to further engage customers, invest for greater returns, transform for better customer experiences, and pursuit professional standards. APCSC has successfully promoted the spirit of customer relationship excellence, advocated customer centric innovations from different cultures, campaigned for social media mobile technology advancements cross industries, and further raised up the commitments from the CEO’s to champion and honor the best-in-class customer services winning the loyalty of our global mobile consumers today. Through the **CRE Leadership Development 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 pursuit, support, research and share best practices together and collaborate through the CRE & CSQS Roundtables in international cities. The upcoming **13<sup>th</sup> International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit on June 11-12, 2015 and HK International CRE Innovation Expo** further expand this professional platform with all of you for knowledge exchange, experience dialogue and benchmark among international 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 **AIA Bhd.** on their CRE commitment and support for the **CRE & CSQS Roundtable** today.”

**Mr. Bill Lisle, CEO, AIA Bhd.** welcomed the delegates, “We are pleased to be collaborating with APCSC on this Roundtable series as it provides a good platform for us to showcase our Instant Mobile Office (iMO) – a revolutionary iPad-based suite of applications we launched last year to empower and enable our 16,000-strong Life Planner force to be able to provide superior and personalised service to our customers, by removing many time-consuming procedures and road-blocks. iMO was designed to be an empowering tool that gives AIA Malaysia’s Life Planners the confidence to engage with their customers and seek new business, knowing they can provide exceptional service because they are equipped with cutting-edge technology unique to the company.”

**Mr. Shalilatharash Jalil, Head of Distribution Technology, AIA Bhd.** in his presentation “**Use of Technology – Instant Mobile Office**” shared AIA Malaysia’s successful implementation of Instant Mobile Office (iMO) – a revolutionary iPad-based suite of applications, which acts as a mobile office for all AIA Malaysia Life Planners, available at the tip of their fingers. The technology, which is the first of its kind in the Malaysian life insurance space, is an empowering tool which allows AIA Malaysia’s Life Planners to provide superior and personalised service to their customers, by removing many time-consuming road-blocks such as having to fill-up manual forms, having to rush to the

office to submit paperwork and attend training. iMO was designed to be an empowering tool that gives AIA Malaysia's Life Planners the confidence to engage with their customers and seek new business, knowing they can provide exceptional service because they are equipped with cutting-edge technology unique to the company.

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in **Bangkok on May 26-29**. The CCSM program is recognized by the **Academy of Contact Center & BPO (ACCB)**, **HKSAR Government under the Continue Education Fund (CEF)** program, the **Customer Service Institute of Australia (CSIA)** and **International Council of Customer Service Organizations (ICCSO)**. 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. The latest launched **Customer Service Quality Standard version 12.0** will be used in this CCSM training.

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 **CRM, Customer Experience Management, Customer Satisfaction, Social Media Monitoring, CRE Culture and Initiatives**, customer satisfaction, loyalty, digital marketing and brand promotion.

APCSC also encouraged forum 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 forum.

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.

**International 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 2015 June 11 -12 [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.

**HK International Customer Relationship Excellence & Innovation Expo 2015, June 11 -12**

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

- **Digital, Social Monitoring, Mobile, Cloud & Big Data**
- **CRM, Contact Center, BPO, eCom & Internet Security**

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.

**Expo Innovation Awards 2015, June 11-12**

**[www.apcsc.com/expo/2014winners.asp](http://www.apcsc.com/expo/2014winners.asp)**

**Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Digital, Social Monitoring, Mobile and Big Data & Cloud, CRM, contact center, BPO, eCom and Internet Security. The Expo Innovation Awards recognizes innovative products and services, strengthen the corporate brand in the industry, and develop a

sustainable business development strategy in Asia-Pacific region. Firms are assessed through introduction of product or service, business case presentation, summary and write- up, customer reference and customer satisfaction assessment. All the winners are awarded a trophy and certification from **APCSC & HKCSC** Expo Organizing Committee.

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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. 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.