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Future CRE Consumers, BPO Businesses, O2O Retailers, CS Centers **AIA Bhd. and APCSC held CRE & CSQS Roundtable in Kuala Lumpur**

Kuala Lumpur, Malaysia – April 20, 2016 – 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 “Future CRE Consumers, BPO Businesses, O2O Retailers, CS Centers”, has attracted C-level executives and directors from cross industries including insurance, banking, retail, healthcare, direct marketing, information technology, financial, logistics, 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**, and **Mr. Troy Barnes, Head of Customer Experience, AIA Bhd.**, 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. Troy Barnes, Head of Customer Experience, AIA Bhd.**
- **Mr. Kannan Rajaratnam, Head of Customer Experience (Cluster Countries), ZALORA Group**
- **Ms. Jo Anne Ng, PJK/BKM, Certified Coach**



Mr. Jason Chu, Chairman of APCSC in his presentation “Future CRE Consumers, BPO Businesses, O2O Retailers, CS Centers” welcomed the delegates, “CRE Leaders explore and shape the frontier of the ‘CRE experience economy’ which accentuates the customer centricity and journey of well integrated experiences from digital social and mobile O2O innovations to service experience centers. Strong passion, uncompromising pursuit, entrepreneurship and teamwork are the CRE Leadership DNA’s to thrust and sustain competitiveness in the CRE experience economy. The International CRE Awards program has successfully promoted the best practices of customer relationship excellence, propagated the customer centric innovations from different cultures, campaigned for digital social mobile O2O advancements cross regions, and further revolutionized the CRE experience economy, and the future vision of CRE Leaders & CEO’s to effectively engage both our employees and the global mobile consumers.”

“CRE Leadership is a Journey of Transformation! CRE Leaders are market pioneers who are motivated and aspired to contribute to CSR and strive to set new Customer Service Quality Standard for the CRE experience economy. The upcoming 14th International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 5th HK International CRE Innovation Expo on June 2-3, 2016 will further expand this international CRE Leadership platform building greater motivation, genuine trust and fellowship for knowledge exchange, experience dialogue and benchmark 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. Troy Barnes, Head of Customer Experience, AIA Bhd. in his presentation “AIA Malaysia’s Customer Experience Management Strategy” shared that in a competitive life insurance landscape, AIA Malaysia believes that customer experience will be a key differentiator for insurers. As such AIA Malaysia has embarked on a journey to transform its customer experience strategy to meet the needs of the changing market landscape. Troy Barnes will illustrate how AIA plans on creating and delivering personalised and intuitive experiences that will not only increase customer loyalty, but also lead to customer advocacy.

The Certificate in Customer Service Management (CCSM) (inclusive of CCSA, CCCM, CSCM) and Certified CRM Director (CRMD) (inclusive of the CRE Leadership Summit and the CRMM) Certification Program will be organized in Kuala Lumpur on July 18-21 for CCSM and June 2-3 & 6-7 for CRMD respectively. The CCSM program is recognized by the HKSAR Government under the Continue Education Fund (CEF) program, the Customer Service Institute of Australia (CSIA), and the International Council of Customer Service Organisations (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 13.0** will be used in this CCSM training.

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.

About Asia Pacific Customer Service Consortium (APCSC) 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 and ASEAN Customer Relationship Excellence (CRE) Awards 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

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 2016 June 2-3 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 2016, June 2-3 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.

HK International Expo Innovation Awards 2016, June 2-3 www.apcsc.com/expo/2015winners.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.

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.