



FOR IMMEDIATE RELEASE

Innovative Best Practices for Customer Experience, Branding and CRM QNET and APCSC held CRE & CSQS Roundtable in Hong Kong

Hong Kong – May 17, 2017 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with QNET Ltd. The CRE & CSQS Roundtable, with the theme of “**Innovative Best Practices for Customer Experience, Branding and CRM**”, has attracted C-level executives and directors from cross industries including direct marketing, e-commerce, insurance, logistics, banking, telecommunications, retail, information technology, entertainment, financial, healthcare, and media sectors from **Hong Kong** to explore innovation and shape leadership in Customer Relationship Excellence and 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**
Topic: Innovative Best Practices for Customer Experience, Branding and CRM
- **Ms. Malou Caluza, Chief Marketing Officer, QNET Ltd**
Topic: Welcome to QNET
- **Mr. Sinamar Reyes, Head of Network Success, QNET Ltd**
Topic: Driving Global Multichannel E-commerce
- **Hon. Charles Mok, Legislative Councilor (IT), HKSAR Government**
Topic: How to leverage on CRM to keep the Government relevant in this digital age
- **Mr. Daniel Chow, Managing Director, Customer Experience & Servicing, Principal Investment & Retirement Services Limited**
- **Mr. William Law, Director, EODB, AIA International Limited**



Mr. Jason Chu, Chairman of APCSC in his presentation “**Innovative Best Practices for Customer Experience, Branding and CRM**” welcomed the delegates, “Our people aspire to be CRE Leaders like the athletes aspire to be the Olympic medalists. CRE Leadership engages and inspires employees to transform into the customer centric culture. The International CRE Awards program has helped inspire industry CRE best practices, propagated the innovations from different cultures, campaigned for corporate social environmental leadership, advocated digital social mobile engagement cross regions persistently, the future vision of CRE Leaders and the CRE consumers’ aspiration. **CRE Leadership is an Inspirational Journey!** Through each CRE Championship Journey, together, we continue the legacy of inspiration and innovation, to inspire and to be inspired by one another. Together, we share new insights of customer relationship among the CRE Community and promote new CRE icons and brands through our international partnership.”

“**CRE Leadership is an Inspirational Journey!** As responsible global leaders, CRE Leadership enlightens and inspires employees to come up with creativity and innovative solutions. The upcoming **15th International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit** with the theme of “**Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index**” and the **6th HK International CRE Innovation Expo on June 15-16, 2017** will further expand this international platform among international CRE Leaders across diverse culture and industries.” **Mr. Chu** concluded, “On behalf of APCSC

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 International CRE Awards, CRE & CSQS Leadership Summit, International CRE & Innovation Expo & Awards 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, LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CREAwards, QQ : 2303712688, WeChat: APCSC_CRE.