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Big Data Transform O2O Retail Shopping Experience Innovation Hang Lung Properties & APCSC held CRE & CSQS Roundtable & Launched 16th Int'l CRE Awards

Hong Kong – December 7, 2017 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **Hang Lung Properties Limited**. The **CRE & CSQS Roundtable**, with the theme of “**Big Data Transform O2O Retail Shopping Experience Innovation**”, has attracted C-level executives and directors from cross industries including property, insurance, telecommunications, direct marketing, e-commerce, logistics, banking, 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: **Big Data Transform O2O Retail Shopping Experience Innovation**
- **Mr. Ray Leung, Deputy General Manager - Service Delivery, Hang Lung Properties Limited**
Topic: **From Great Service to Great Experience**
- **Ms. Janet Poon, General Manager - Human Resources, Hang Lung Properties Limited**
- **Mr. Alex Pang, Director, eCommerce, FWD Life Insurance Company (Bermuda) Limited**
Topic: **O2O innovation via social media**
- **Mr. Vincent Leung, Senior Manager of Business Service & Solution Division, Canon Hongkong Company Limited**
- **Ms. Bonnie Chow, Managing Director, PlanB**



Mr. Jason Chu, Chairman of APCSC in his presentation **Big Data Transform O2O Retail Shopping Experience Innovation** welcomed the delegates, “**CRE Leadership is a Customer Centric Journey!** The CRE Community is dedicated to sharing customer centric best practices through the International CRE & CSQS Roundtables and CXO Forums. **CRE Leadership is a Relationship Journey!** The International CRE Awards program has helped inspire industry best practices of customer relationship excellence, communicate the different Asian cultural values and innovations, advocate digital social mobile O2O engagement and big data analytics cross regions persistently.

CRE Leadership is an Everlasting Journey! CRE Leaders listen, understand and advocate for customers relentlessly, continuously invest in sustainable development of professionals, employee empowerment and customer engagement to attain outstanding achievement. The upcoming **16th International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 7th HK International CRE Innovation Expo on June 14-15, 2018** will further expand this international platform among international CRE Leaders across diverse culture and industries.” **Mr. Chu** concluded, “In these 20 years, we witness together the success of our dedication and achievements, celebrate together and build stronger momentum impetus into the future CRE vision and aspirations in this competitive and disruptive customer experience economy to strive for future 20 years of CRE vision. On behalf of APCSC, I pay tribute to you all for our relentless pursuit of Customer Relationship Excellence, and to **Hang Lung Properties** on their CRE commitment and support for the **CRE & CSQS Roundtable** today. We invite all CRE Leaders to be customer centric and elevate CSQS International benchmark, and inspire future leaders to exchange and promote our CRE brands.”

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.