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## **Big Data Transform O2O Retail Shopping Experience Innovation APCSC & EnSoft held CRE & CSQS Roundtable & Launched 16<sup>th</sup> Int'l CRE Awards**

Hong Kong – January 30, 2018 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with EnSoft Group. 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 e-commerce, information technology, insurance, telecommunications, direct marketing, logistics, banking, retail, entertainment, financial, healthcare, property, and media sectors from Singapore 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. Vijay Kumar Muvva, Group Executive Director, EnSoft Group  
*Topic: Customer Experience Management through Big Data Analytics*
- Mr. Sagar Aggarwal, Vice President, eMudhra Pte Ltd  
*Topic: Application Security covering Digital Signature, Multi Factor Authentication*
- Mr. Arun Cavale, Regional Executive, Marketing & Strategy, IBM
- Ms. Yvonne Liow, Vice President, Luxaviation Asia Pte Ltd.
- Mr. Kenneth Tan, Deputy General Manager, Mitsui & Co. Global Logistics (Asia) Pte. Ltd.

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 16<sup>th</sup> International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 7<sup>th</sup> HK International CRE Innovation Expo on June 14-15 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 EnSoft Group 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.”

Mr. Vijay Kumar Muvva, Group Executive Director, EnSoft Group in his presentation “Customer Experience Management through Big Data Analytics” welcomed the delegates, “Good afternoon ladies and gentlemen! We take our immense pleasure to host this event CRE & CSQS Roundtable in conjunction with APCSC, Hong Kong. I thank Mr. Jason Chu for organizing this event and also Mr. Sagar Aggarwal and other respected speakers for taking their valuable time to be present here. I also thank all audience who are present here for their effort and time to be here today. We are here today to showcase Big Data Analytics and the approach we take to deliver these solutions on Big Data Platform Solutions – for mainstream application uses and Social Analytics – for ORM purposes.”

Mr. Sagar Aggarwal, Vice President, eMudhra Pte Ltd in his presentation “O2O innovation via social media” shared that at eMudhra, we empower digital transformation of organisations keeping in mind what their customers value most and creating operating models that take advantage of what’s newly possible for competitive differentiation. eMudhra has a unique mix of enterprise and consumer driven solutions, in digital technology areas, that are aimed at reshaping customer value propositions. Licensed Certification Authority in India and Mauritius 32 Large Banks in India including both the largest Public Sector and Private sector Banks use eMudhra.

The Certificate in Customer Service Management (CCSM) (inclusive of CCSA, CCCM, CSCM) Certification Program will be held in Hong Kong on February 27-March 2 for CCSM, February 27-28 for CCSA and March 1-2 for CCCM respectively. Aiming to prepare supervisors and managers to become a world class leader with CRE disciplines and mindset, the course is like an intensive mini MBA course covering advanced topics in Customer Service Management and Customer Service Quality Standard (CSQS) that enable the participants to increase their knowledge of the latest development of Customer Service and CRM in terms of technology and management best practices. The CCSM program is recognized by the HKSAR Government under the Continuing Education Fund (CEF) program, the Customer Service Institute of Australia (CSIA), and the International Council of Customer Service Organizations (ICCSO). Many leading multinational firms have benefited in their people development through this course. The latest launched CSQS version 15.0 will be used in this CCSM training.

Through the International CRE & CSQS Roundtables, 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.

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

The International Customer Relationship Excellence (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 leadership 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 International Customer Service Quality Standard, CSQS is developed by the Asia Pacific Customer Service Consortium APCSC, jointly with the Hong Kong University, HKU Research Team. It has integrated the Balanced Scorecard Management System, customer experience and lifecycle management, employee engagement, and best practices of CRE Awards winners; so as to ensure CSQS set the world class benchmark. CSQS helps firms enhance operation efficiency, brand loyalty, and move ahead of the competition. As the assessment criteria of the International CRE Awards, CSQS has established a world-class management framework to innovate and transform, strengthen CRE strategies with clearer guidelines for cross function and industry deployment.

**International CRE & CSQS Leadership Summit 2018 June 14-15** [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)

The CRE & CSQS Leadership Summit is exhibiting and showcasing WORLD-CLASS 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, CSQS Committee members, industry leaders and experts of the CRE Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for CEO's & CXO's to dialog, exchanging, sharing exemplary customer success leadership and showcase global successes in Hong Kong, an international financial, business, logistic, tourism and trade center.

**HK International Customer Relationship Excellence & Innovation Expo 2018, June 14-15** [www.apcsc.com/expo/index.asp](http://www.apcsc.com/expo/index.asp)

- **Big Data, Mobile, Social & Cloud**
- **CRM, contact center, BPO, eCom & Artificial Intelligence**

**The HK International CRE Innovation Expo** is aiming at providing a cross industry platform for firms to “open up, communicate and collaborate,” to expand international markets, achieve collaboration, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding firms from around the world display, share and build a prestigious community platform to cooperate and create more business opportunities. Senior leaders from government, organizations, enterprises, research leaders and professionals from different industries share frontier problems regarding present and future business model development, pay close attention to create CRE & Innovation, business ideas, global competitiveness and challenges.

**HK International Expo Innovation Awards 2018, June 14-15** [www.apcsc.com/expo/2017winners.asp](http://www.apcsc.com/expo/2017winners.asp)

**The Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in **Big Data, Mobile, Social & Cloud and CRM, contact center, BPO, eCom & 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 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](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CREAwards, QQ : 2303712688, WeChat: APCSC\_CRE.