



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: http://www.apcsc.com

FOR IMMEDIATE RELEASE

Big Data, New-Tech, Intelligent Applications Innovate Customer Services Experience
APCSC & Manulife held CRE & CSQS Roundtable & Launched 16th Int'l CRE Awards

Phnom Penh, Cambodia – May 2, 2018 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with Manulife Cambodia. The CRE & CSQS Roundtable with the theme of “Big Data, New-Tech, Intelligent Applications Innovate Customer Services Experience” 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 Cambodia 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, and Mr. Robert Elliott, CEO and General Manager, Manulife Cambodia 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, New-Tech, Intelligent Applications Innovate Customer Services Experience
- Mr. Robert Elliott, CEO and General Manager, Manulife Cambodia
Topic: Achieving great corporate brand, customer engagement program and CSR leadership in Cambodia



Mr. Jason Chu, Chairman of APCSC in his presentation “Big Data, New-Tech, Intelligent Applications Innovate Customer Services Experience” 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 Awards 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 AIA Bhd. 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. Robert Elliott, CEO and General Manager, Manulife Cambodia welcomed the delegates, “On behalf of Manulife Cambodia, I would like to thank Asia Pacific Customer Service Consortium for organizing this roundtable and taking a site visit to see our CSR, brand and customer service achievements. This opportunity allows us to share our practices in helping our customers in Cambodia to understand the importance of life insurance, achieve their dreams and aspirations, and at the same time supporting the local community throughout the last six years. At Manulife, we put customers at the center of everything we do, and we are committed to build a better financial future for Cambodian families” In his presentation “*Achieving great corporate brand, customer engagement program and CSR leadership in Cambodia*”, **Mr. Elliott** shared, “Developing a long-term relationship with the local community and customers is the most important part of our business everywhere including in Cambodia. Our Brand campaigns, Customer Engagement and CSR programmes play an important role in helping us to achieve this. These are vital part of delivering on our commitment to help people achieve their dreams and aspirations. We always seek to create shared value by collaborating with community partners and engaging our employees, to uplift our communities and spread message about the importance of life insurance to the whole population of Cambodia.”

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be held in **Hong Kong on May 21-24 for CCSM**. 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.

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 regions 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.**

International and HK/China/ASEAN Customer Relationship Excellence (CRE) Awards 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

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

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 Awards 2018, June 14-15

www.apcsc.com/expo/index.asp www.apcsc.com/expo/expo_awards.asp

➤ **Big Data, Mobile, Social & Cloud**

➤ **CRM, contact center, BPO, eCom & Artificial Intelligence**

The **HK International CRE Innovation Expo Awards** 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. The **CRE Innovation Expo Awards** is dedicated to Regional & International firms providing innovative products, services and solutions with good customer references, to 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.