



**FOR IMMEDIATE RELEASE**

**Asia Pacific Customer Service Consortium Announces Winners of the  
2015 Customer Relationship Excellence Awards  
~ The Most Important International Awards of its Kind ~**

Hong Kong, China – June 3rd, 2016 – At the *2016 International CRE Awards Dinner Ceremony*, Asia Pacific Customer Service Consortium (APCSC) has announced the list of **Winners** for the *2015 Customer Relationship Excellence Awards (CRE Awards)*. They are selected through a comprehensive balanced score card of self-assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the Customer Service Quality Standard (CSQS), public webvoting and a final round of judging by a panel of customer relationship excellence experts. **The goal of the CRE Awards** is to promote service quality and Customer Relationship Excellence in international cities across regions and to recognize governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**Mr. Jason Chu, Chairman of APCSC** said, “On behalf of APCSC and the international supporting organizations, I congratulate you once again for qualifying and achieving the world class CRE Olympic competition. On the 14th International CRE Awards, we have gathered the best and most number of ‘**CRE Olympic teams and athletes**’. All finalists went through several qualifying rounds of business case, CSQS assessment by referees, and Public webvoting by your customers and public endorsement. 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. Your strong dedication to customer centricity, transformational effort, engagement and teamwork are the CRE Leadership behavior and DNA’s to leap forward and take on the new disruptive CRE sharing economy. The International CRE Awards program has helped inspire industry best practices of customer relationship excellence, 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.”

**Mr. Chu further emphasized**, “We are here today because we were once inspired by a champion around us, and will pass on to the next generation of champions. ***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 of CRE & CSQS Roundtables and CXO Forums.” **Mr. Chu** concluded, “***CRE Leadership is an Inspirational Journey!*** As responsible global leaders, CRE Leadership enlightens and inspires employees to come up with creativity and innovative solutions. APCSC is dedicated to facilitate and expand this international platform among international CRE Leaders across diverse culture and industries. ***CRE Leadership is an Inspirational Journey!*** Tonight, we celebrate together in the *CRE experience economy* for our outstanding achievements and devotion towards personalized customer experience, emotional connection, inspiration and loyalty. On behalf of APCSC and the CRE Awards organizing committee, congratulations to all of you, inspirational champions of Customer Relationship Excellence Awards!”

**Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd.** said, “It’s a distinct honor to receive the CRE Awards for 14 consecutive years and we are pleased to be awarded ‘Corporate Environmental Leadership of the Year (Property Management)’ & ‘Customer Service Center of the Year (Property Management)’ by the APCSC. ‘Henderson Land Group Property Management Department (Hang Yick and Well Born)’ had been achieved numerous ‘CRE Awards’ in Customer Services and other achievements over the years. These achievements have fully manifested our continuous commitment to strive for excellence in premium property management services. It is not only served as a proof of customer’s recognition, but also a great encouragement to motivate us to attain even better performance.” Henderson Land Group Property Management Department has been upholding its management philosophy – ‘Interactive Services for Quality Management’ and steps forward to make commitment to corporate social responsibility, customer relationship and social leadership.”

**Mr. Stuart Harrison, Chief Executive Officer, AXA Hong Kong** said, “It is our great honour to receive 7 CRE awards from APCSC this year. These awards are a strong testament of our earnest effort in upholding our belief that protection is our calling. At AXA, we always put meeting our customers’ needs as our primary focus. We are committed to continuously develop and enhance our range of products in order to satisfy different and changing needs of both individual and corporate clients. We also believe that it is our inherent responsibility to support the community we operate in, hence creating a sustainable business via constant and considerable contribution in the dimensions of health, environment and the community.”

**Ms. Gwen Wang, Vice President, National Customer Service of DHL –Sinotrans International Air Courier Ltd.** said, “It is the 7th consecutive year that DHL Sinotrans won CRE awards from AP CSC. We have been enjoyed three decades of success in China market and external awards is a strong evidence that DHL brand and service excellence is widely recognized. DHL focus strategy, our insanely customer centric culture, our first choice philosophy and our great people make DHL more successful on the journey from good to great. DHL sinotrans will continue to put our focus on customers, seek to add value for customers, embrace the change in the future and moving forward. This time, we have three CS people who won awards from AP CSC, they are the best international customer service supervisor and best international customer service agents, we are truly proud of them -our Superstars!”

**Mr. Philip N.L. Chen, Managing Director of Hang Lung Properties Limited** said, “It’s a distinct honor to receive 4 Customer Relationship Excellence Awards for 4 consecutive years. These achievements have fully manifested our continuous commitment to strive for excellence in excellent customer services and receive social recognition and identity. ‘Hang Lung Star Service’ is ingrained in our culture and the highest standards of service provision and sincere receptivity to your needs. Last year, the Company has established the ‘Emerald Award’ to commend colleagues who have demonstrated outstanding performance in service provision and to encourage the team to scale new heights. Moving forward, we will keep on providing extensive, innovative and dedicated services to customers in every aspect.”

**Mr. Yuen Sui-see, Director of Operations of The Hongkong Electric Co., Ltd.** said, “HK Electric is committed to providing excellent customer services and electricity supply that is reliable, safe, affordable and environmental-friendly. We are honored to have won the ‘Public Service of the Year (Public Utility)’ for eight consecutive years in the APCSC CRE Awards, on top of five individual awards this year. With ‘Pursuit of Excellence’ being the core value that drives our services, we are glad to see that our efforts are well recognized by the awards which also motivate us to make continuous improvements and introduce new service initiatives. With a green mindset, we will continue listening closely to the needs of customers to serve them better with innovative ideas and advanced technology.”

**Mr. Frank-Uwe Ungerer, Senior Vice President & Managing Director of DHL Express Singapore** said, “Customer is at the heart of our business at DHL. Our customer service team is one of the key frontline employee groups that interact and serve our customers daily. As specialists in this area, they play an exemplary role in focusing the organization on our customers. Winning these five prestigious awards affirms our team’s commitment to providing an excellent customer experience and the importance we place on our employees as the pillar of our success. In fact, we believe in and promote an ‘insanely’ customer centric culture where everyone is responsible for keeping our customers happy. All our employees are trained as international specialists and are our living brand ambassadors. The only way to keep up with our customers’ growing expectations is by regularly listening to the voice of our customers and continuously seeking improvement.”

**Mr. Stanley Kan, Director of Service Delivery of Hong Kong Airlines** said, “This is the fourth consecutive year for Hong Kong Airlines to receive the Customer Relationship Excellence Awards. We are extremely honored to be awarded in the Corporate category of ‘Customer Satisfaction Quality System of the Year (Airlines)’, ‘Customer Engagement Program of the Year’ and ‘Employee Engagement Program of the Year (Airlines)’ and several individual awards. This achievement is a recognition of the Company’s strong focus on customer service and the pledge to engage employees and customers. We adhere to the principle of PEOPLE to deliver quality service to our customers. We also believe that strengthening team spirit will be of the utmost importance for further enhancement in service quality. We will continue to pursue service excellence in the future.”

**Mr. Troy Barnes, Chief Customer Experience Officer of AIA Bhd.** said, “Thank you Asia Pacific Customer Service Consortium for presenting us with these awards. We are committed to continue to make customer experience a business priority at AIA Malaysia. These awards not only inspire us to continue to innovate and push the boundaries in delivering an optimal customer experience, but the facilitation of knowledge-sharing by companies has also proven to be very useful. Once again thank you for this honour and the opportunity to be a part of these awards.”

**Mr. Herbert Vongpusanachai, Senior Vice President & Managing Director, Hong Kong and Macau of DHL Express** said, “DHL Express Hong Kong has won the Contact Centre of the Year (Logistics – Under 300 Seats) and the Global Support Services of the Year (Logistics) for sixth and fifth consecutive year respectively. The awards are endorsements of our ‘Insanely Customer Centric Culture’ (ICCC) service philosophy which has been embraced by all employees of DHL Express Hong Kong. We are committed to developing people through comprehensive training and development programs to ensure that each and every employee at our contact center is able to provide exemplary customer service with Knowledge, Politeness and Helpfulness (KPH). The accolades reaffirm DHL’s commitment to being the ‘Provider of Choice’ for its customers and as the leading “Certified International Specialist” in the industry.”

**Ms. Yvonne Li, President of Far EasTone Telecommunications** said, “Far EasTone has adhered to the philosophy of “human centered, customer first” in managing our customer relations. Throughout these years, wowing the customers with impeccable services has always been the backbone of everything we do. With this core value in mind, we have evolved from “servers” attending to every detail to “consultants” providing professional advice to our users. This is the first time Far EasTone participated in the APCSC CRE Award. It is our great privilege to be named the winner of Best Customer Experience Management of the Year, Customer Experience Center of the Year, and Customer Satisfaction Quality System of the Year. These huge honors are living testament to the values our comprehensive service scheme have created for consumers and different stakeholders. We would like to extend our heartfelt gratitude to APCSC for providing an excellent

platform for exchange of best practices. Far EastOne will continue to innovate beyond ourselves to fulfill our brand commitment: Closing the Distance!”

**Mr. Jason Wong, Country Head of RHB Bank Berhad Singapore** said, “We are very honoured to be part of the prestigious and internationally recognised Asia Pacific Customer Service Consortium (APCSC) Award. Winning the ‘Contact Center of the Year (Banking – Under 20 Seats)’ award is a testament of RHB’s capabilities as a customer centric bank that delivers simple, fast and seamless experience to our customers. The Bank is also delighted to be conferred the ‘Corporate Social Responsibility Leadership of the Year (Banking)’ award, a recognition that reaffirms RHB as a financial institution who constantly looks at ways to nurture the future generations of where we operate in. These awards acts as a catalyst in providing our employees the motivation to excel further in delivering exceptional customer service excellence to all customers of RHB.”

**Mr. Li Qing, Vice President, Marketing of China Telecom Global Ltd** said, “We are honored and privileged to receive the ‘Customer Relationship Excellence’ Awards for 5 consecutive years. We would like to thank Asia Pacific Customer Service Consortium for granting us the highest honor which recognizes our continual efforts and improvement in customer services over the years. I should also take this opportunity to thank every single employee of CTG for their outstanding work and contributions to the achievement. Last but not least, we are grateful for our customer’s support and we will continue to provide premier services to all our customers with a mission ‘Customer First, Service Foremost’. This award has acted as a catalyst and will continue to be one of our major driving forces in providing the best customer experience at ‘China Telecom Global’.”

**Mr. Cliff Lai, President of Taiwan Star Telecom Co., Ltd.** said, “Taiwan Star Telecom Co., Ltd. (T Star) aims to strive for customers’ best to deliver a seamless, courteous, and proactive customer service. We are deeply honored to have received the Customer Relationship Excellence Awards of Asia Pacific Customer Service Consortium two years in succession. It has been recognized for CRE Awards as the best customer service of telecom industry in Taiwan and awarded ‘Customer Satisfaction Quality System of the Year’. T Star was also named the winner of ‘Best Use of Technology of the Year’ and ‘Customer Relationship Marketing Service of the Year’, which demonstrated success in delivering a effortless and efficient customer experience through tech-enabled, self-service, and multi-channel communications. T Star will consistently be mobilizing your world with the best cost-effective products and excellent and professional services through the innovative and intuitive system. Our mission is to create a better tomorrow than today.

**Ms. Mandy Chan, General Manager of Hong Kong Aviation Ground Services Limited** said, “I am honored to be selected as the winner of 2015 CRM Manager of the Year. I am very grateful to work with a wonderful team with very devoted staff. This year, we have five frontline staff received the Customer Service Team Leader of the Year winners and merits Awards. The award drives every one of us to do better every day and we always bear in mind the importance of delivering high quality customer services. We, the awardee will pass the company value, ‘PEOPLE’ and good customer services concepts to other staff and new joiners. We strive to ensure all travelers to enjoy a cozy, pleasant and delightful trip once they arrive at the Hong Kong Airport.”

**Ms. Jennifer Tan, Chief Operating Officer of Hutchison Telecommunications Hong Kong Holdings Limited** said: “These awards show that customer service from 3 Hong Kong and Hutchison Global Communications is well received by the market. In line with our ‘Making Better’ philosophy, we have built a team that focuses sharply on customer needs and keeping up to speed with the latest trends. In fact, we have created a digital customer service platform in keeping with the way customers prefer to communicate nowadays and our ‘One team. One heart. Better Service from 3’ slogan. We will always be seeking to raise the bar in various areas such as network quality and service innovation in order to deliver an ever-improving customer experience.”

**Mr. CHEE Yaw Chek, Managing Director of DHL Express Taiwan** said, “DHL is honored that our focus on customer service is recognized by APCSC for the 7th consecutive year, not only as a company, but also for 4 of our Customer Service Agents who won the individual awards this year. This is a strong testimony of the Insanely Customer Centric Culture (ICCC) that we have been building across the organization. Consistent great service quality is the pivotal pillar of strong customer satisfaction. As a market leader in international logistics, we continue to invest in our people and empower them with training and tools so that they can consistently deliver their ‘best day every day’ to our customers.”

**Mr. Arthur Zhang, Consumer Service Delivery General Manager of Lenovo Services** said, “Lenovo Service has won the ‘Customer Relationship Excellence Awards’ for three consecutive years. Here, we would like to express our appreciation to our customers and to Asia Pacific Customer Service Consortium for this encouragement and affirmation of the all time high quality services provided by Lenovo Services. Recent years, Lenovo launched some internet service products, such as Lenovo Service Review, for the purpose of letting customers to experience the internet style service further. This year, we will continue to carry forward our innovative spirit, deepen the internet service and fulfill our mission, in order to achieve an overall goal of providing our customers with a more professional, and more convenient service experience.”

**Dr. Adrian Cheng, Executive Vice-chairman and Joint General Manager of New World Development Company Limited** said, “It is our great honour to garner the ‘Employee Engagement Program of the Year (Property Development)’ and ‘Corporate Employer of the Year (Property Development)’ in 2015 International CRE Awards, a testament to the

Group's foresight and commitment to providing an engaging working environment to our staff members. New World Group strives to cultivate a caring culture by implementing employee-caring and family caring programmes. Believing that everyone can be an artisan, the spirit of 'We Create, We are Artisans' is infused into all of the Group's different products and services. Every staff member shares the spirit and becomes an artisan to build the unique brand personality of New World Group. We shall continuously strive to create bespoke and innovative Human Resources initiatives for our staff members, so that they are always here to explore the artisanal journey with our customers."

**Mr. Naveed Irshad, President and CEO of Manulife Singapore** said, "We are delighted to receive the 'Contact Centre of the Year – Insurance (Under 20 Seats)' Award for the third consecutive year, which affirms our continued efforts to provide the highest standards of service to our customers. We endeavour to put our customers at the heart of everything we do and this accolade from APCSC will inspire us to work even harder to provide an unsurpassed experience to our customers across all their interactions with us. I would also like to congratulate two of our team members, Han Chong and Yishan, for their wonderful achievements in being honoured among the best customer service talents in the region."

**Mr. Shao Yang, Director of Global Customer Service Center of China Telecom Shanghai Network Operation and Maintenance Center** said, "China Telecom Shanghai Network Operation and Maintenance Center (Global Customer Service Center) is always committed to providing the highest standard of communication services and excellent customer services to our customers. We are very honored to be selected as 'Integrated Support of the Year (Telecommunications)' for two consecutive years. The award recognizes our continual efforts and improvements in customer services over the years. In addition, our team has received a total of four individual awards. The achievements well demonstrate the dedicated efforts of our frontline team in delivering premier services. All these prestigious accolades provide further impetus for us to work and serve customers better. At China Telecom Shanghai Network Operation and Maintenance Center, we will continue to enhance our services to meet or even to exceed our customers' expectations."

**Mr. Teh, Saw-wooi, GM of AIA Beijing Branch** said, "It is a great honor to win the International Customer Relationship Excellence Awards. All my team members and me feel fully recognized for our hard work. We appreciate all support and trust from our customers, the event organizer, and especially the Chairman Jason. I'm sure the customer centric culture and service leadership will be strongly continued in AIA to further upgrade service with more convenience."

**Mr. Kim Ping Luk, Head of Hong Kong DC Business and Mr. Michael Fong, Head of Personal Investing and Retail Operations Asia ex. Japan of Fidelity International** said, "Fidelity has made a proactive effort to engage our customers to continually drive changes to achieve service excellence by embracing our vision 'to deliver innovate clients solutions for a better future'. We are delighted to be the winner of the 'Contact Center of the Year' award from the Asia Pacific Customer Service Consortium. Not only does this award reaffirm our position as a market leader in the financial industry, it also reinforces our commitment to reach even further to deliver a truly world class customer experience."

**Mr. Dong Shengxu, Deputy General Manager, China Taiping Insurance (HK) Company Limited** said, "It is a great honor for China Taiping Insurance (HK) Company Limited 'CTPI(HK)' to win the High Speed Customer Service of the Year (Insurance), which recognizing CTPI(HK)'s determination and overcome on the quality of customer services enhancing. CTIP(HK) is a member of the China Taiping Insurance Group ('TPG'), having been rooted in Hong Kong insurance market for more than 66 years with its prudent underwriting philosophy, well-established credibility and customer-orientated service. In recent years, by promising three-day approval on clinical claims, CTPI(HK) has improved the group medical claims services comprehensively and received high praise from the market and customers. Nowadays, through optimize company operation processes from quotation, underwriting, and claims, CTPI(HK) has enhanced its operational efficiency in an all – round way and provided customers and business partners more professional and faster insurance services. In the future, CTPI(HK) will continue improving its customer services standards, enriching the product categories, and establishing "the most unique and high potential boutique insurance company."

**Mr. Jiewen Wang, Vice President of Shenzhen Gas Corporation Ltd** said, "The Call Center for Shenzhen Gas is truly honored to be conferred our first APCSC Public Service of the Year Award. We would like to take this opportunity to thank our customers and the APCSC for their support. This award encourages us to continue our restless efforts to pursue perfection, innovation, and continuous improvement in order to provide the highest quality services. We will continue to uphold our service goal, 'to respect with all our hearts, act with dedication, win with integrity, and deliver care with empathy,' and to constantly improve ourselves to provide our customers with the best possible services."

**Mr. Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTb)** said, "It is such an honour for the HKTb to be awarded the Customer Service Center of the Year (Tourism) for the first time by the Asia Pacific Customer Service Consortium. It acknowledges not only our vision for visitor service, but also the supreme teamwork we all take great pride in. I would like to credit our dedicated staff, our five well-located visitor centres and our concierge hotline, which supports visitor enquiries from over 100 hotels and shopping malls, for providing consistent, top-notch service. This award provides extra motivation for us to further enhance the scope and quality of our services. For instance, we extended our services to cover mobile chat apps earlier this year to allow more efficient handling of visitor enquiries, so that we can help all visitors enjoy a memorable stay in Hong Kong."

**Mr. Eric Hui, Chief Executive Officer, General Insurance Hong Kong of Zurich Insurance Company Ltd** said, "Zurich Insurance has always placed customers at the core of our value. We feel deeply honored in winning the Customer

Relationship Excellence Awards for Best Customer Experience Management of the Year—a great recognition for our dedication and excellence in customer service. Our dedicated Propositions and Customer Experience team ensures everything we do is first and foremost, for our customers. A key highlight of the team’s customer-centric efforts includes our Transactional Net Promoter Score (T-NPS), where we continuously and instantly collect the Voice of Customer in order to further improve our services. Our commitment is also evident in our Customer Call Center, which is often the most important touchpoint to leave a lasting impression. And through digitalizing a number of our services, such as managing claims through our ‘Zurich HK’ mobile app and purchasing insurance solutions online, we cultivate a more connected and interactive relationship with them. With this award, we are ever-more encouraged to provide quality customer service in Hong Kong.”

**Mr. Henry Leung, Director and General Manager of The Great Eagle Properties Management Company, Ltd.** said, “We are privileged to receive the International Customer Relationship Excellence Award under the category of ‘Best Customer Experience Management of the Year (Property Management)’ and would like to extend our special appreciation to APCSC for the award presentation. For The Great Eagle Properties Management Company, Ltd., we believe that our strength is in our people, with each member of our team committed to providing the best possible service and care to our tenants. The commitments and efforts they made in serving our tenants, is what makes the Citibank Plaza property management team one of the CRE award recipients. Receiving the CRE Award is a great encouragement to our Company and would not have been possible without the support from our tenants, our Landlord (The Champion REIT) and The Great Eagle Group. This award has acted as a catalyst and will continue to be one of our major driving forces in providing the best customer experience at Citibank Plaza.”

**Ms. Randy Lai, Managing Director of McDonald's Restaurants (Hong Kong) Limited** said, “I am very honored to be awarded this prestigious accolade for the second time, and I would like to extend my deepest gratitude to APCSC and the esteemed judging panel for bestowing upon me this honor again. The award is an important impetus for McDonald’s Hong Kong to drive customer service excellence. Over the past 41 years, we have always been adhering to our philosophy of ‘we place customers at the core of what we do’ and put our customers in the driver’s seat. Our newly opened McDonald’s Concept Restaurant in Admiralty showcases how we demonstrate ourselves as a modern, progressive burger company delivering a contemporary customer experience with the never stop evolving and innovating DNA of McDonald’s. Special thanks must go to my talented teams of people as the award stands to recognize their collective efforts of navigating the innovation landscape to uplift customer experience. Moving forward, we will continue to devote our best efforts to provide great food, great service, and great place to customers, being supported by great people.”

**Mr. Olivier Njamfa, President & CEO of Eptica** said, “I am delighted to receive the ‘Entrepreneur CEO of the Year’ CRE award. I am very proud of Eptica’s achievements of the last 15 years, building a global reputation for the strength of our intelligent and collaborative digital customer engagement platforms which helps brands to respond more effectively to their customers. By receiving this award, it means that APCSC recognises our ability to help millions of individuals have meaningful conversations with businesses. At the ‘age of customer’, individuals are increasingly demanding greater engagement with organizations. At Eptica, our goal is to help organisations worldwide to put customer satisfaction at the heart of their strategy creating business value worldwide.”

**Mr. Nimish Panchmatia, Managing Director and Head of Technology & Operations, Hong Kong & Mainland China of DBS Bank (Hong Kong) Limited** said, “This is a significant recognition and a honour to win this prestigious award. This reaffirms our focus on making banking joyful for our customers by focusing on the customer journey. I want to take this opportunity to thank the Contact Centre team for their dedication, hard work and absolute focus on providing a joyful experience to our customers. Even with external recognition such as this and also the significant increase in compliments from our customers, the team is completely focused on how much more we can improve the service to our customers. Last but not least, I would like to thank APCSC for providing such a platform for the recognition.”

**Ms. Christine Zee, General Manager of Customer Services & Support, CITIC Telecom CPC** said, “We are very pleased that two outstanding members of our CITIC Telecom CPC family have won the ‘CRM Manager of the Year’ and ‘Customer Service Manager of the Year (Service Center)’ awards. We are delighted to continue our momentum of winning recognition from APCSC for nine consecutive years. As a leading ICT solution partner in Asia Pacific, ‘Innovation Never Stops’ is always one of our key value pillars to attain even higher standards in our service level and solution offerings. With our experienced and dedicated team of service professionals supported by the company’s long-term motto of service excellence and customer-oriented strategies, we will continue to excel in the industry as the role model of world-class service and technology innovation.”

**Mr. Derek Yung, CEO of Prudential Hong Kong Limited** said, “On behalf of Prudential, I offer my sincere congratulations to our customer service executives Joni Lau Tai Wai, Winzee Liu Wing Yee and Rachel Chung Pak Yan on winning these important awards. At Prudential, we place the highest priority on sustaining a culture of service excellence. For more than 50 years in Hong Kong, customers have entrusted their most valuable financial, retirement and health matters to our company, and we aim to respond to this trust with the highest levels of integrity, loyalty and service. The work of Joni, Winzee and Rachel in achieving these Customer Relationship Excellence awards sets a great example to financial services executives across Asia, and I thank them for their perseverance, dedication and achievement. I would also like to thank the Asia Pacific Customer Service Consortium for its tireless efforts in raising the benchmarks of professional customer service in the region and in allowing us this opportunity to demonstrate our leadership in service excellence.”

**Mr. Gilbert Cheng, Head of Retail of The Hong Kong Jockey Club** said, “It is with great pleasure to win awards in the Customer Relationship Excellence Awards 2015. We are delighted that Retail Department has won the Customer Service Manager and Customer Service Team Leader (Entertainment) of the Year Awards. The effort that Retail Department of the Hong Kong Jockey Club has devoted to provide excellent service to exceed customers’ expectations has been recognized. I would like to take this opportunity to thank all members of the Retail Department for their great performance and tremendous support. Moving forward, we will continue to devote our best efforts to provide the best service to customers in all aspects.”

**Mr. Layton Lok, Chief Operating Officer, China Enterprise ICT Solutions Limited (CEC)** said, “It’s a distinct honor for CEC to receive the CRE award for four consecutive years. We are proud that two members of our family have won ‘Customer Service Team Leader of the Year (Contact Center)’ and ‘Customer Service Professional of the Year (Service Center)’ this year. CEC is always dedicated to offering a comprehensive range of innovative solutions and services to customers. To achieve this, we strive to upgrade our offerings and technologies, optimize our operations standards and enhance our backend infrastructure and network coverage. Having said that, excellent servicing team is definitely a critical factor of our business success. Thanks again for every staff in the customer service team for understanding customers’ needs whole-heartedly, solving their issues enthusiastically and enhancing service levels innovatively. As a token of appreciation for our supporting customers, we’ll continue to devote ourselves to deliver best-in-class services for meeting their business needs.”

**Prof. George Woo, Director of PolyVision** said, “PolyVision is honored to have colleagues being awarded the ‘Customer Service Team Leader of the Year’ and the ‘Customer Service Professional of the Year’ (Retail Service – Service Centre) in our first participation of the 2016 Customer Relationship Excellence Awards. These awards are a recognition and encouragement to our professional team who are always committed to achieving an outstanding profession by their wholehearted dedication. Also thank to the support and appreciation from the general public, our five eyecare centres achieved a benchmark of serving over 180,000 patients in the past 10 years. PolyVision is committed to continually providing ‘Quality Eyecare Service’, promoting Comprehensive Eye Examination and taking good care of your eye health.”

**Mr. Raymond Leung, Deputy General Manager of Carboy of Watsons Water** said, “It is an honor for Watsons Water to once again be recognized for our excellent customer service in the Asia Pacific region, accredited with ‘Customer Service Team Leader of the Year (Contact Center)’ and ‘Customer Service Professional of the Year (Contact Center)’ as part of the CRE awards organized by APCSC for the second year in a row. Watsons Water has been established for over 110 years in Hong Kong, delivering the utmost in quality products and services with our ‘We Care’ customer service mission. We are proud to receive the awards and will continue to bring excellent customer service.”

**Mr. Gan Juay Kiat, CEO of SBS Transit Ltd.** said, “Our sincere congratulations to Chief Captain Lim Yew Huat and Senior Bus Captain Pang Swee Yong on winning the Customer Service Professional of the Year (Service Center) award. The award is a recognition of their dedication and hard work in delivering outstanding service to our customers. We are proud of their achievement and hope that their win will be an inspiration to others.”

**Ms. Helen Xie, Manager of TCL ONLINE SERVICES** said, “We are honored to receive the CRE Award of TCL ONLINE SERVICES, which is not only for the overseas quality of our customer service, but also a great encouragement to our continuous innovation and improvement. Thanks to APCPC for providing such a world-class customer service benchmark that motivates us to have high standard and strict requirements to improve our organization, systems and resources. Observe our commitment to enhance the service experience, beyond customer expectations. we expect to be a benchmark for Chinese brands in overseas service in the future.”

**The 2015 CRE Awards winners for different categories are:**

**Corporate Categories**

**Customer Relationship Excellence - Outstanding Achievement 2015**

DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Corporate Social Responsibility Leadership of the Year 2015 (Insurance)**

AXA HONG KONG

**Corporate Social Responsibility Leadership of the Year 2015 (Property Management)**

HANG LUNG PROPERTIES LIMITED

**Corporate Social Responsibility Leadership of the Year 2015 (Banking)**

RHB BANK BERHAD SINGAPORE

**Corporate Environmental Leadership of the Year 2015 (Property Management)**

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

**Corporate Employer of the Year 2015 (Property Management)**

HANG LUNG PROPERTIES LIMITED

**Corporate Employer of the Year 2015 (Property Development)**

NEW WORLD DEVELOPMENT COMPANY LIMITED

**Best Internet+ of the Year 2015 (IT Service Innovation)**

LENOVO SERVICES

**Customer Engagement Program of the Year 2015 (Airlines)**

HONG KONG AIRLINES LIMITED

**Employee Engagement Program of the Year 2015 (Property Development)**  
NEW WORLD DEVELOPMENT COMPANY LIMITED

**Employee Engagement Program of the Year 2015 (Logistics)**  
DHL EXPRESS (SINGAPORE) PTE LTD.

**Employee Engagement Program of the Year 2015 (Property Management)**  
HANG LUNG PROPERTIES LIMITED

**Employee Engagement Program of the Year 2015 (Airlines)**  
HONG KONG AIRLINES LIMITED

**Employee Engagement Program of the Year 2015 (Insurance)**  
AXA HONG KONG

**Public Service of the Year 2015 (Public Utility)**  
THE HONGKONG ELECTRIC CO., LTD.

**Public Service of the Year 2015 (Public Utility – Call Center)**  
SHENZHEN GAS CORPORATION LTD. CALL CENTER

**Global Support Services of the Year 2015 (Telecommunications)**  
CHINA TELECOM GLOBAL LIMITED

**Global Support Services of the Year 2015 (Logistics)**  
DHL EXPRESS (HONG KONG) LIMITED

**Best Customer Experience Management of the Year 2015 (Telecommunications)**  
FAR EASTONE TELECOMMUNICATIONS CO., LTD.

**Best Customer Experience Management of the Year 2015 (Insurance – North Asia)**  
AXA HONG KONG

**Best Customer Experience Management of the Year 2015 (Insurance – South Asia)**  
AIA BHD.

**Best Customer Experience Management of the Year 2015 (Insurance - Hong Kong)**  
ZURICH INSURANCE COMPANY LTD

**Best Customer Experience Management of the Year 2015 (Property Management)**  
THE GREAT EAGLE PROPERTIES MANAGEMENT COMPANY LIMITED – THREE GARDEN ROAD CENTRAL

**Customer Experience Center of the Year 2015 (Telecommunications)**  
FAR EASTONE TELECOMMUNICATIONS CO., LTD.

**Customer Experience Center of the Year 2015 (Airlines)**  
HONG KONG AVIATION GROUND SERVICES LIMITED

**Contact Center of the Year 2015 (Logistics – Above 500 Seats)**  
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Contact Center of the Year 2015 (Telecommunications – Under 500 Seats)**  
HUTCHISON TELECOM HONG KONG HOLDINGS LIMITED

**Contact Center of the Year 2015 (Logistics – Under 300 Seats)**  
DHL EXPRESS (HONG KONG) LIMITED

**Contact Center of the Year 2015 (Logistics – Under 100 Seats)**  
DHL EXPRESS (SINGAPORE) PTE LTD.

**Contact Center of the Year 2015 (Investment – Under 50 Seats)**  
FIDELITY INTERNATIONAL

**Contact Center of the Year 2015 (Insurance – Under 20 Seats)**  
MANULIFE (SINGAPORE) PTE LTD

**Contact Center of the Year 2015 (Banking – Under 20 Seats)**  
RHB BANK BERHAD SINGAPORE

**Customer Service Center of the Year 2015 (Insurance – North Asia)**  
AIA COMPANY LIMITED BEIJING BRANCH

**Customer Service Center of the Year 2015 (Insurance – South Asia)**  
AIA BHD.

**Customer Service Center of the Year 2015 (Tourism)**  
HONG KONG TOURISM BOARD

**Customer Service Center of the Year 2015 (Logistics)**  
DHL EXPRESS TAIWAN

**Customer Service Center of the Year 2015 (Property Management)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)

**Customer Relationship Marketing Service of the Year 2015 (Telecommunications)**  
TAIWAN STAR TELECOM CORPORATION LIMITED

**Customer Satisfaction Quality System of the Year 2015 (Logistics – North Asia)**  
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**Customer Satisfaction Quality System of the Year 2015 (Logistics – South Asia)**  
DHL EXPRESS (SINGAPORE) PTE LTD.

**Customer Satisfaction Quality System of the Year 2015 (Airlines)**  
HONG KONG AIRLINES LIMITED

**Customer Satisfaction Quality System of the Year 2015 (Telecommunications – Contact Center)**  
TAIWAN STAR TELECOM CORPORATION LIMITED

**Customer Satisfaction Quality System of the Year 2015 (Telecommunications – Service Center)**  
FAR EASTONE TELECOMMUNICATIONS CO., LTD.

**Customer Satisfaction Quality System of the Year 2015 (Insurance)**  
AXA HONG KONG

**Customer Loyalty Program of the Year 2015 (Logistics)**  
DHL EXPRESS (SINGAPORE) PTE LTD.

**Online Customer Service of the Year 2015 (IT)**

LENOVO SERVICES

**High Speed Customer Service of the Year 2015 (Insurance)**

CHINA TAIPING INSURANCE (HK) COMPANY LIMITED

**Best Use of Technology of the Year 2015 (Insurance)**

AXA HONG KONG

**Best Use of Technology of the Year 2015 (Telecommunications)**

TAIWAN STAR TELECOM CORPORATION LIMITED

**Best Use of Knowledge Management of the Year 2015 (Property Management)**

HANG LUNG PROPERTIES LIMITED

**Innovative Technology of the Year 2015 (Insurance)**

AXA HONG KONG

**Integrated Support of the Year 2015 (Telecommunications)**

CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

**Integrated Support of the Year 2015 (Logistics)**

DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.

**People Development Program of the Year 2015 (Logistics)**

DHL EXPRESS (SINGAPORE) PTE LTD.

**People Development Program of the Year 2015 (Insurance – North Asia)**

AXA HONG KONG

**People Development Program of the Year 2015 (Insurance – South Asia)**

AIA BHD.

**People Development Program of the Year 2015 (Telecommunications)**

HUTCHISON TELECOM HONG KONG HOLDINGS LIMITED

**People Development Program of the Year 2015 (Airlines)**

HONG KONG AVIATION GROUND SERVICES LIMITED

**Merit - Best Customer Experience Management of the Year 2015**

HONG KONG AVIATION GROUND SERVICES LIMITED

**Merit - Contact Center of the Year 2015**

TCL ONLINE SERVICES INCORPORATED

**Individual Categories**

**CEO of the Year 2015 (Hospitality)**

RANDY LAI, MCDONALD'S RESTAURANTS (HONG KONG) LIMITED

**CEO of the Year 2015 (Public Utilities)**

WENJIE WANG, SHENZHEN GAS CORPORATION LTD.

**Entrepreneur CEO of the Year 2015 (Software)**

OLIVIER NJAMFA, EPTICA ASIA PTE

**CRM Director of the Year 2015 (Airlines)**

STANLEY KAN HO YIN, HONG KONG AIRLINES LIMITED

**CRM Director of the Year 2015 (Insurance)**

TROY BARNES, AIA BHD.

**CRM Manager of the Year 2015 (Airlines)**

MANDY CHAN LAI MAN, HONG KONG AVIATION GROUND SERVICES LIMITED

**CRM Manager of the Year 2015 (Insurance)**

ALBERT WONG YAT PANG, AXA HONG KONG

**CRM Manager of the Year 2015 (Network Communications)**

ANTHONY LAM CHU FAI, CITIC TELECOM INTERNATIONAL CPC LIMITED

**CRM Manager of the Year 2015 (Public Utilities)**

BINGZHU GUO, SHENZHEN GAS CORPORATION LTD.

**Customer Service Manager of the Year 2015 (Banking – Contact Center)**

RACHEL TSUI HOI SHAN, DBS BANK (HONG KONG) LIMITED

**Customer Service Manager of the Year 2015 (Insurance – Contact Center)**

SARAH CHUI YEE LING, AXA HONG KONG

**Customer Service Manager of the Year 2015 (Airlines – Service Center)**

CATHERINE KAN PUI CHI, HONG KONG AIRLINES LIMITED

**Customer Service Manager of the Year 2015 (Entertainment – Service Center)**

MAN LEUNG CHUN MAN, THE HONG KONG JOCKEY CLUB

**Customer Service Manager of the Year 2015 (Insurance – Service Center)**

JONI LAU TAI WAI, PRUDENTIAL HONG KONG LIMITED

**Customer Service Manager of the Year 2015 (Logistics – Service Center)**

ANGELA LIU MIN FENG, DHL EXPRESS TAIWAN

**Customer Service Manager of the Year 2015 (Network Communications – Service Center)**

ANSON WONG SZE YIN, CITIC TELECOM INTERNATIONAL CPC LIMITED

**Customer Service Manager of the Year 2015 (Insurance – Technical Center)**

JOE LUI WAI LEUNG, AXA HONG KONG

**Customer Service Manager of the Year 2015 (Network Communications – Technical Center)**

LEWIS TONG SIU HUNG, CHINA TELECOM GLOBAL LIMITED

**Customer Service Team Leader of the Year 2015 (Banking – Contact Center)**

FLORA CHOW SHUK WA, DBS BANK (HONG KONG) LIMITED

**Customer Service Team Leader of the Year 2015 (Investment – Contact Center)**

BENNY CHAN KA HEI, FIDELITY INTERNATIONAL

**Customer Service Team Leader of the Year 2015 (Logistics – Contact Center)**



TERESA WAN LI HUA, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.  
**Customer Service Team Leader of the Year 2015 (Network Communications – Contact Center)**  
 STELLA ZHENG XIAO LING, CHINA ENTERPRISE ICT SOLUTIONS LIMITED

**Customer Service Team Leader of the Year 2015 (Public Utilities – Contact Center)**  
 GINNY LEUNG CHIN PIK, THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Team Leader of the Year 2015 (Retail Service – Contact Center)**  
 ANGEL WONG SIU CHING, WATSONS WATER

**Customer Service Team Leader of the Year 2015 (Cabin Service – Service Center)**  
 DAZE YIU SHUK FAN, HONG KONG AIRLINES LIMITED

**Customer Service Team Leader of the Year 2015 (Counter Service – Service Center)**  
 ALEXANDER WONG HANG CHONG, HONG KONG AVIATION GROUND SERVICES LIMITED

**Customer Service Team Leader of the Year 2015 (Entertainment – Service Center)**  
 YENNIS NG KA IAN, THE HONG KONG JOCKEY CLUB

**Customer Service Team Leader of the Year 2015 (Logistics – Service Center)**  
 ANGELIA CHANG YU LING, DHL EXPRESS TAIWAN

**Customer Service Team Leader of the Year 2015 (Retail Service – Service Center)**  
 KITTY KOO SIU PING, POLYVISION

**Customer Service Team Leader of the Year 2015 (VIP Lounge – Service Center)**  
 MIU CHAN TAI YI, HONG KONG AVIATION GROUND SERVICES LIMITED

**Customer Service Team Leader of the Year 2015 (Network Communications – Technical Center)**  
 GARY ZHA ZHEN HUA, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

**Customer Service Professional of the Year<sup>1</sup> 2015 (Banking – Contact Center)**  
 JUDYANNA LOONG CHIN YICK, DBS BANK (HONG KONG) LIMITED

**Customer Service Professional of the Year 2015 (Insurance – Contact Center)**  
 WINZEE LIU WING YEE, PRUDENTIAL HONG KONG LIMITED

**Customer Service Professional of the Year 2015 (Investment – Contact Center)**  
 BYRON PONG SIU HIN, FIDELITY INTERNATIONAL

**Customer Service Professional of the Year 2015 (Logistics – Contact Center)**  
 DEBBIE SUEN TSZ YING, DHL EXPRESS (HONG KONG) LIMITED

**Customer Service Professional of the Year 2015 (Network Communications – Contact Center)**  
 CELINE XU HUI CHAN, CHINA TELECOM GLOBAL LIMITED

**Customer Service Professional of the Year 2015 (Public Utilities – Contact Center)**  
 LESILY CHUNG WING KIT, THE HONGKONG ELECTRIC CO., LTD.

**Customer Service Professional of the Year 2015 (Retail Service – Contact Center)**  
 EVA CHO SZE LAI, WATSONS WATER

**Customer Service Professional of the Year 2015 (Cabin Service – Service Center)**  
 TIFFANY MAN PUI YI, HONG KONG AIRLINES LIMITED

**Customer Service Professional of the Year 2015 (Insurance – Service Center)**  
 NG HAN CHONG, MANULIFE (SINGAPORE) PTE LTD

**Customer Service Professional of the Year 2015 (Logistics – Service Center)**  
 MINDY LIN CHWIN LING, DHL EXPRESS TAIWAN

**Customer Service Professional of the Year 2015 (Network Communications – Service Center)**  
 BILLY CHEN DA GANG, CHINA ENTERPRISE ICT SOLUTIONS LIMITED

**Customer Service Professional of the Year 2015 (Retail Service – Service Center)**  
 SAMSON KONG CHI SHING, POLYVISION

**Customer Service Professional of the Year 2015 (Transportation – Service Center)**  
 LIM YEW HUAT, SBS TRANSIT LTD

**Merit - Customer Service Manager of the Year 2015 (Contact Center)**  
 RACHEL CHUNG PAK YAN, PRUDENTIAL HONG KONG LIMITED

**Merit - Customer Service Manager of the Year 2015 (Service Center)**  
 PETER POON CHI HONG, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 SAKURA LAU MUNG YIU, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 TERENCE FUNG LAI YEE, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 KENNY SHEUNG KA WO, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 CINDY CHUNG YUEN MAN, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 CARRIE MO SIU YIN, HONG KONG AIRLINES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 EMILY LAM CHEUK LING, HONG KONG AVIATION GROUND SERVICES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 KENNIX TSANG KIT YUNG, HONG KONG AVIATION GROUND SERVICES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Service Center)**  
 BRIAN CHIN SIU FUNG, HONG KONG AVIATION GROUND SERVICES LIMITED

**Merit - Customer Service Team Leader of the Year 2015 (Technical Center)**  
 MIKA WANG XIAO HUA, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

**Merit - Customer Service Team Leader of the Year 2015 (Technical Center)**  
 KING JIN XIAO PING, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

- Merit - Customer Service Team Leader of the Year 2015 (Technical Center)**  
MAX ZHAO YANG YANG, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER
- Merit - Customer Service Team Leader of the Year 2015 (Technical Center)**  
OSCAR LEUNG SUNG TAK, CHINA TELECOM GLOBAL LIMITED
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
JUDY WONG YUEN TING, AXA HONG KONG
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
PARISA ZENG MIN, CHINA TELECOM GLOBAL LIMITED
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
HEBE CHAN YEE KWAN, DHL EXPRESS (HONG KONG) LIMITED
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
GARY TAM WAI YIN, DHL EXPRESS (HONG KONG) LIMITED
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
ANGEL HU HSIN CHIAO, DHL EXPRESS TAIWAN
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
LAURA LU QIU FAN, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
DAISY XU PING, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
MICHELLE LEUNG MEI SUET, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
JIMMY MO CHUK CHING, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
JEAN WONG CHUN SEE, THE HONGKONG ELECTRIC CO., LTD.
- Merit - Customer Service Professional of the Year 2015 (Contact Center)**  
CAI YISHAN, MANULIFE (SINGAPORE) PTE LTD
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
CLARA LO PUI SZE, AXA HONG KONG
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
FRANKIE LO KIT MAN, HONG KONG AIRLINES LIMITED
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
NING MAK BO NING, HONG KONG AIRLINES LIMITED
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
JACKY LEE KAI HO, HONG KONG AIRLINES LIMITED
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
WYNNE LEUNG WING YEE, HONG KONG AIRLINES LIMITED
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
KELVIN TONG KA KUI, HONG KONG AIRLINES LIMITED
- Merit - Customer Service Professional of the Year 2015 (Service Center)**  
PANG SWEE YONG, SBS TRANSIT LTD

Past CRE Awards winners, market leaders are invited to speak at the **APCSC International CRE & CSQS Leadership Summit with CEO Luncheon and CXO Forums** on June 2-3, 2016. The Leadership Summit is an International Conference for leading companies to exhibit and showcase CRE, CEM, CSQS, Innovation, KM and CRM best practices, business cases keynote by industry authorities and CXO's from the Customer Relationship Excellence Leadership Community.

**International CRE Awards Organizer:**

**About Asia Pacific Customer Service Consortium (APCSC) [www.apcsc.com](http://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 governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**Customer Service Quality Standard (CSQS)**

The CSQS is the CRE Awards Standard. It 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 organizations, business units 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 deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management and provide more specific guidelines with higher requirements to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric business unit.*

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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](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ: 2303712688, WeChat: APCSC\_CRE.