



Asia Pacific  
Customer  
Service  
Consortium

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**FOR IMMEDIATE RELEASE**

## **International Customer Loyalty Award Forum: Business Case Presentation Customer Relationship Excellence Leadership Summit 2017 and Hong Kong International CRE & Innovation Expo & Awards**

Hong Kong, China – March 2-3, 2017 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The 15th International Customer Loyalty Award Forum (the Forum)** for international business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the **International Customer Relationship Excellence Awards (CRE Awards)** participants, co-organized by **The Open University of Hong Kong (OUHK)** and **China Telecom Global Limited**. The presentations are part of the CRE Awards assessment process.

**Mr. Jason Chu, Chairman of APCSC** thanked Professor Alan Au, Dr. Anthony Ko and Dr. Lenis Cheung of OUHK and panel of judges for their support, and took the opportunity to encourage all the International CRE Awards participants to set world class standards and benchmark in their respective industries, borrow innovative ideas from cross industry leaders and presenters, and continue to pursuit excellence and inspire professionals globally.

**Dr. Lenis Cheung, Associate Professor & Strand Leader of Global Business and Marketing Strand, Lee Shau Kee School of Business and Administration, The Open University of Hong Kong**, gave the opening speech and welcomed many of the international delegates to the 15th Customer Loyalty Award Forum. He enthusiastically launched the event by saying, “Lee Shau Kee School of Business and Administration, the Open University of Hong Kong, is honored to have the opportunity of hosting this forum as it brings together the elites from a wide range of service industries, who strive to achieve excellence in service delivery, customer experience management and customer relationship building. This forum truly showcases the endeavours of the services sector in innovating various aspects of their business to exceed customers' expectations, and enhance sustainable growth and competitiveness. We congratulate you on your achievements in setting new standards for the industry you serve and wish this forum an enormous success.”

**Mr. Mike Mi, President of Academy of Contact Center and BPO, China and CRE Awards Panel of Judges** said, “International CRE Awards has been widely recognized by industries after years of promotion and application in Asia Pacific Region. It recognized the market leaders from different industries to showcase their successful ways and best practices. Through the participation of CRE Awards assessment, companies could learn the key successful factors from the International CSQS framework and best practice to further enhance service quality and continue to maintain the leading position in the industry. Through International Customer Loyalty Award Forum, the best practices, rules and standards are shared to stimulate the creativity of participants and enlighten their service transformation concept. Participants would find the most suitable best practices for the new challenges.”

The different companies have applied for different categories in the International CRE Awards program (partial list):

- *AIA Bhd.*
- *AIA China Contact Center*
- *AXA Hong Kong*
- *Celki VitalAire*
- *China Post Life Insurance Company Limited*
- *China Telecom Global Customer Service Center*
- *China Telecom Global Limited*
- *Citibank Taiwan Ltd.*
- *DHL Express (Hong Kong) Limited*
- *DHL Express (Singapore) Pte Ltd.*
- *DHL Express South Africa*
- *DHL Express (Taiwan) Corp.*
- *DHL-Sinotrans International Air Courier Ltd*
- *Far EasTone Telecommunications Co., Ltd.*
- *Haier Electrical Appliances Corp. Ltd*
- *Henderson Land Group Property Management Department (Hang Yick, Well Born & H-Privilege)*
- *Hang Lung Properties Limited*
- *Hutchison Telecom Hong Kong Holdings*
- *Lenovo Services*
- *M800 Limited*
- *Manulife Cambodia*
- *Manulife (Singapore) Pte Ltd*
- *The Hongkong Electric Co., Ltd.*
- *The Hong Kong Jockey Club*

The participants need to demonstrate their achievements on Customer Relationship Excellence and excellent customer service delivery; their management leadership, performance of the Strategic Business Units, Customer Experience and Service Centers; successful strategies for attracting and retaining customers; innovation, technology, service and support infrastructure; measuring and managing customer satisfaction; identifying revenue opportunities, etc. The International CRE Awards is considered as the **World Cup for Customer Relationship Excellence** and world class benchmarking.



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The Customer Service Quality Standard (CSQS) is the CRE Model and Standard. All applicants from different industries will be assessed against the CSQS criteria to check for compliance and achievements in the respective areas of management responsibility, resource management, process management and performance management during the CSQS site visit assessment as the most important next step following the business case presentation.

During the Forum, Mr. Chu also introduced the upcoming **International Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Leadership Summit (The Summit)** and **The Hong Kong International CRE & Innovation Expo & Awards (The Expo)** on **15-16 June 2017**. **The Summit** is an International Conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by senior business, government and industry leaders **and** experts, research scholars and professionals, postgraduate students and senior executives to share and build knowledge about customer relationship management, CRE branding, Internet+, social, mobile customer information systems. **The Expo** is organized in conjunction with the **Expo Innovation Awards** dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in **Digital, Social, Mobile, Big Data, Cloud and CRM, Contact Center, BPO, eCom, Security**.

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 leadership in international cities across regions. Through the **Customer Relationship Excellence Awards**, APCSC promotes **Customer Relationship Excellence as a core business value** in international cities across regions and to recognize government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**International CRE & CSQS Leadership Summit 2017, June 15-16** [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)

The CRE & CSQS Leadership Summit is an International Conference for exhibiting and showcasing 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, Best-in-Class recognitions, CSQS Committee members, industry leaders and experts of the CRM Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for effective knowledge sharing, exemplary customer success leadership and showcase for WORLD-CLASS cities with high service quality and Customer Relationship Excellence in Hong Kong, an international financial, business, logistic, tourism and trade center.

**HK International Customer Relationship Excellence & Innovation Expo 2017, June 15-16**

[www.apcsc.com/expo/index.asp](http://www.apcsc.com/expo/index.asp)

- **Digital, Social, Mobile, Big Data, Cloud**
- **CRM, Contact Center, BPO, eCom, Security**

The **HK International CRE Innovation Expo** is a cross industry platform for enterprises to expand international markets, achieve collaboration, improve competitiveness, and showcase innovative solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display, to build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from government, organizations, enterprises, research and training institutions, leaders and professionals from different industries including ICT, social media, marketing agency, finance, investment, and ecommerce participate and exhibit in the event, have in-depth discussion on business opportunities and challenges to create Customer Relationship Excellence and Innovation, pay close attention to and share frontier problems regarding present and future industries' development in HK, China, Asia Pacific and global competitiveness.

**Expo Innovation Awards 2017, June 15-16**

[www.apcsc.com/expo/2016winners.asp](http://www.apcsc.com/expo/2016winners.asp)

**Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Digital, Social Monitoring, Mobile and Big Data & Cloud, CRM, contact center, BPO, eCom and 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**.

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.