



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

The Customer Loyalty Award Forum & Customer Relationship Excellence Leadership Summit 2011 Organized by APCSC

Hong Kong, China – February 23-24, 2011 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The Customer Loyalty Award Forum (the Forum)** for Asia Pacific business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the *Customer Relationship Excellence Awards (CRE Awards)* participants. The presentations are part of the CRE Awards assessment process.

Mr. Jason Chu, Chairman of APCSC took the opportunity to encourage all the CRE Awards participants to set world class customer service standards in their respective industries and borrow ideas from cross industry leaders and presenters. Some of the industry leaders presenting their business cases in the Forum included the following:

- ARA Asset Management (Fortune) Limited
- ARA Asset Management (Prosperity) Limited
- Aries Consulting Ltd
- Bonjour Cosmetic Wholesale Centre Ltd.
- China Mobile Communications Corporation
- China Pacific Life Insurance Co., Ltd.
- China Telecommunications Corporation
- Chunghwa Telecom Co., Ltd.
- Citybase Property Management Ltd.
- DHL Express (Hong Kong) Limited
- DHL Express (Taiwan) Corp.
- DHL-Sinotrans International Air Courier Ltd.
- Goodwell Property Management Limited
- Goodwill Management Limited
- Henderson Land Group Property Management Department (Hang Yick and Well Born)
- Hong Yip Service Co., Ltd
- Hopewell Property Management Co., Ltd.
- Hopewell Real Estate Agency Limited
- Make The Right Call
- MTR Corporation Limited
- RHB Bank Berhad
- Royal Elite Service Co., Ltd.
- Taipei City Government
- The Hongkong Electric Co., Ltd.

Each company has applied for different categories in the CRE Awards. The participants need to demonstrate their achievements of Customer Relationship Excellence and excellent customer service delivery in their organizations; their management leadership, performance of the Customer Service Center; successful strategies for attracting and retaining customers; innovation, technology, service and support infrastructure; service level agreement and management; measuring and managing customer satisfaction levels; identifying revenue opportunities, etc. The CRE Awards is Asia's best award for Customer Relationship Excellence achievements and benchmarking

The Customer Service Quality Standard (CSQS) is the CRE Model. 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 Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Leadership Summit (**The Summit**) on 8-9 June 2011.

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 honorable guests of APCSC, government and industry leaders and experts of the Leadership Community. (www.apcsc.com/cresummit) **The Summit** provides a knowledge management network for CRM, CIS, and Service Quality business practitioners, experts, research scholars and professionals, postgraduate students and senior executives to share and build knowledge about customer relationship management, customer information system and service quality. The Symposium is organized in conjunction with the International Customer Service Paper and Project (ICSP) Awards dedicated to developing standards and certification programs for building professional customer service competence in the region.

About 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 Asia Pacific Region and to recognize and reward 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** in international cities across Asia Pacific 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.

For Press interviews and APCSC CRE Awards participation and sponsorship, please contact Ms. Lau by tel: (852) 21741428 or email: enquiry@apcsc.com