

FOR IMMEDIATE RELEASE

International Customer Loyalty Award Forum Business Case Presentation Customer Relationship Excellence Leadership Summit 2014 and Hong Kong International CRE & Innovation Expo & Awards

Hong Kong, China – February 24-25, 2014 -- The Asia Pacific Customer Service Consortium (APCSC) organized **The 12th International 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 **International Customer Relationship Excellence Awards (CRE Awards)** participants held at **The University of Hong Kong (HKU)** and co-hosted by **China Telecom Global Ltd.** The presentations are part of the CRE Awards assessment process.



Professor George Huang, CRE Awards Panel of Judges, Head of Industrial and Manufacturing Systems Engineering Department, The University of Hong Kong, gave the opening speech and welcomed the international delegates, “It is great to meet all of you today through the International CRE Awards and CRE Leadership Program. It has proven your commitment for your pursuit of world class service standards and customer relationship excellence. We would like to thank the Asia Pacific Customer Service Consortium and its Chairman, Jason Chu, for promoting service excellence and elevating quality standards in Asia Pacific region relentlessly. We have been working with APCSC since 1999 to develop the international Customer Service Quality Standard (CSQS) to improve customer service quality and business management systems, so as to develop a sustainable future economy. Customer Relationship Excellence is a continuous journey! International forums like this will help us to mutually learn from one another and foster closer networks among service professionals .”

Mr. Jason Chu, Chairman of APCSC thanked Professor George Huang of HKU and panel of judges for their long term support, and took the opportunity to encourage all the International CRE Awards participants to set world class customer service standards and benchmark in their respective industries, borrow ideas from cross industry leaders and presenters, and continue to pursue excellence and inspire professionals globally.

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

- *Advanced Contact Center Co., Ltd.*
- *AIA Berhad.*
- *American International Assurance Company Limited (Shenzhen Branch)*
- *China Pacific Life Insurance Co., Ltd.*
- *China Telecom Global Ltd.*
- *DHL Express (Hong Kong) Limited*
- *DHL Express (Singapore) Pte Ltd.*
- *DHL Express (Taiwan) Corp.*
- *DHL-Sinotrans International Air Courier Ltd*
- *Hang Lung Properties Limited*
- *Hong Kong Airlines Limited*
- *IBM Solution & Services (Shenzhen) Co., Ltd*
- *Lenovo (Beijing) Limited*
- *Henderson Land Group Property Management Department (Hang Yick and Well Born)*
- *Manulife (S) Pte Ltd.*
- *Measat Broadcast Network Sdn Bhd.*
- *Shanghai Wheelock Square Development Ltd*
- *The Hong Kong Jockey Club (ICC)*
- *The Hong Kong Jockey Club (Happy Valley)*
- *The Hong Kong Jockey Club (Tsing Yi Contact Center)*
- *The Hong Kong Jockey Club (North Point)*
- *The Hongkong Electric Co., Ltd.*



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>

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 customer experience management; measuring and managing customer satisfaction levels; identifying revenue opportunities, etc. The International CRE Awards is considered as the World Cup for world class Customer Relationship Excellence achievements and benchmarking.

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 **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 12-13 June 2014. **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 (www.apcsc.com/cresummit) and 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 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 marketing, Social Media and Mobile Internet & CRM, contact center, BPO and eCommerce.

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**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 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.

**About CRE & CSQS Leadership Summit 2014, June 12 -13 [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)**

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. It would be a great honor and privilege to have your support and sponsorship to showcase your business success and industry leadership at this international leadership summit in Hong Kong, an international financial, business, logistic, tourism and trade center.

**About HK International Customer Relationship Excellence & Innovation Expo & Awards 2014, June 12 -13**

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

- **Digital, Social, Mobile, Apps & Ads**
- **Cloud, CRM, contact center, eCom & BPO**

**The HK International CRE Innovation Expo** is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate,” to expand overseas markets, achieve collaboration, improve international competitiveness, and showcase innovative solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display and share, 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. In addition, the **Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Digital marketing, Social Media and Mobile Internet & CRM, contact center, BPO and eCommerce.

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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. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, QQ : 2303712688.