



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 2015 and Hong Kong International CRE & Innovation Expo & Awards

Hong Kong, China – March 2-4, 2015 -- The Asia Pacific Customer Service Consortium (APCSC) organized **The 13th International Customer Loyalty Award Forum (the Forum)** for Asia Pacific business communities, member companies with a three-day program consisted of the *Business Case Presentations* from the **International Customer Relationship Excellence Awards (CRE Awards)** participants co-organized by **Hong Kong Baptist University (HKBU)** and **China Telecom Global Ltd.** The presentations are part of the CRE Awards assessment process.



Professor Gerard P. Prendergast, Head of Department of Marketing, Hong Kong Baptist University gave the opening speech and welcomed the international delegates, “The Department of Marketing, Hong Kong Baptist University, is very proud to host the 13th Customer Loyalty Award Forum to share the best practices of international market leaders. We treasure this opportunity to build connections with business people. Hong Kong has the world’s freest economy, and this freedom results in intense market competition. Customer loyalty and repeat business, therefore, is one of the most important KPI metrics for any organization. We hope that this forum will inspire practitioners to share leading edge insights on the ways to strengthen customer loyalty. We also hope that this forum will foster socially responsible marketing and consider the impact of business on the broader community.”

Mr. Jason Chu, Chairman of APCSC thanked Professor Prendergast of HKBU 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 standards and benchmark in their respective industries, borrow ideas from cross industry leaders and presenters, and continue to pursuit excellence and inspire professionals globally.

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

- AIA Bhd.
- AIA Company Limited Shanghai Branch
- AXA China Region Insurance Company Limited
- AXA Life Insurance Co., Ltd., Japan
- China Enterprise ICT Solutions Limited
- China Telecom Global Customer Service Center
- China Telecom Global Ltd.
- DBS Bank (HK) Limited
- DHL Express (Hong Kong) Limited
- DHL Express (Singapore) Pte Ltd.
- DHL Express South Africa
- DHL Express (Taiwan) Corp.
- DHL-Sinotrans International Air Courier Ltd
- FIL Investment Management (HK) Ltd.
- Haier Electrical Appliance Co., Ltd.
- Hang Lung Properties Limited
- Henderson Land Group Property Management Department (Hang Yick and Well Born)
- Hong Kong Airlines Limited
- Lenovo (Beijing) Limited
- Manulife (Singapore) Pte Ltd
- Ocean Park Corporation
- Taiwan Star Telecom Co., Ltd.
- The Hongkong Electric Co., Ltd.
- The Hong Kong Jockey Club
- Touchtech International Company Ltd.

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 Strategic Business Units, Customer Experience and Service Centers; successful strategies for attracting and retaining customers; innovation, technology, service and support infrastructure; service level agreement and customer experience management;



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measuring and managing customer satisfaction levels; identifying revenue opportunities, etc. The International CRE Awards is considered as the **World Cup for Customer Relationship Excellence** and world class 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 11-12 June 2015. **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 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, Social Monitoring, Mobile and Big Data & Cloud, CRM, contact center, BPO, eCom and Internet Security.

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**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.

**CRE & CSQS Leadership Summit 2015, June 11 -12      [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.

**HK International Customer Relationship Excellence & Innovation Expo 2015, June 11 -12**

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

- **Digital, Social Monitoring, Mobile & Big Data**
- **Cloud, CRM, contact center, BPO, eCom & Internet Security**

**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.

**Expo Innovation Awards 2015, June 11-12**

**[www.apcsc.com/expo/2014winners.asp](http://www.apcsc.com/expo/2014winners.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**.

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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, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC_CRE.