



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Social Media Best Practices for Customer Relationship Excellence Hong Kong CSQS Roundtable held by APCSC

Hong Kong—November 12, 2010 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable together with **The Hongkong Electric Co., Ltd.**. The CSQS Roundtable, with the theme of “**Social Media Best Practices for Customer Relationship Excellence**”, has attracted senior management and experts of Customer Services, CRM, Marketing and PR fields from different industries, including information technology, property services management, banking, telecommunications, personnel and security services.

Mr. Jason Chu, Chairman of APCSC gave a speech on the topic of “Social Media Best Practices for Customer Relationship Excellence”. He shared several best practices and business case studies on Social Media Network in Customer Relationship Excellence to enhance and integrate marketing, PR, customer service and corporate communication. Mr. Chu said “Social media is becoming the best source for companies to collect customer information and market intelligence. Positive or negative comments can spread quickly within minutes through social media networks around the county or worldwide to impact your sales and corporate brand. Therefore, the impact of customer advocates, thought leaders and influential netizens shall not be neglected by business owners and corporate executives. Although social media is calling for stronger business attention for further investment, businesses should not overlook the importance of quality products and customer service delivery as the key foundation for building sustainable brand and customer loyalty.”

Mr. Charles Mok, Executive Director of Computancy Limited and Mr. Edmund Lee, Chief Executive Officer of K-Matrix gave remarkable speech at the roundtable. Mr. Mok pointed out that the emergence of Web 2.0 is changing the Internet experience of users and facilitated better interactivity and connectivity of people around the world through different platforms. Mr. Lee shared with the audience on the mechanism in monitoring and engaging Social Media and the interrelationship among evaluation, traffic and loyalty.

Expert panelists and delegates also shared the challenges and experiences on the application of social media networks and their creative approaches to improve customer, including the following people :

Mr. Charles Mok, Executive Director, Computancy Limited; Mr. Edmund Lee, Chief Executive Officer, K-Matrix; Mr. Egidio Zarrella, Hong Kong ICE Leader, KPMG Advisory; Mr. S. T. Chow, General Manager, Hopewell Property Management Co., Ltd.; Mr. Raymond Choi, Chief Customer Services Engineer, The Hongkong Electric Co., Ltd.; Mr. Rex Ma, Director of Strategic Planning & Business Solutions, iGen6 New Media Company Limited. Mr. Alun Li, Manager, Customer Satisfaction and Development, Hutchison Telecommunications (HK) Ltd; Ms. Annie Yuen, Manager, Marketing and Communication, Adecco Personnel Limited.

Our panelists shared that the key to attract fans and followers on social media channels is to post interesting contents and useful information with personal views and comments on your social media site. However, you should be aware of the nature of various social media platforms focusing on different contents and languages. When selecting information to be delivered on social media, companies should consider what kind of customer base they want to establish and what kind of information customers will be interested. Companies would need to engage their staff to join the discussion on the corporate social media sites to improve the conversation and interactivity with customers. The representative staff will become the spokesperson and extension of your corporate image by sharing information and responding to customers timely through social media platforms.

Asia Pacific Customer Service Consortium (www.apcsc.com)

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “Customer Relationship Excellence 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 governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center with global education partners and international membership organizations to set World-Wide Standards.

Customer Relationship Excellence Awards (CRE Awards)

The Customer Relationship Excellent (CRE) Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE. With the introduction of the Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria, the participants have been benefited greatly from the best practices and critical success factors from a world-class framework.

About Customer Service Quality Standard (CSQS)

The CSQS 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 service organizations 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 to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com