



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Online & Offline Integration on Customer Experience Management for CRE Customer Journey
Advanced Contact Center and APCSC held CRE&CSQS Roundtable together in Bangkok
APCSC latest CSQS version 12.0 Launch

Thailand, Bangkok – March 26, 2014 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **Advanced Contact Center Co., Ltd.** The CRE & CSQS Roundtable, with the theme of “**Online & Offline Integration on Customer Experience Management for CRE Customer Journey**”, has attracted experts and senior executives of Online Marketing, CRM, Customer Service & Customer Experience Management, Engineer, Security, IT, Digital, PR, Marketing, Market Research, Sales & Business Development fields from different industries including entertainment, information technology, retail, mobile, telecom, security, e-commerce and media sectors from **Thailand** to exchange best practices on **Online & Offline Integration on Customer Experience Management for CRE Customer Journey**.

After the warm welcome speech from **Mr. Napoldej Kitchanpaiboon, HRD Manager, Advanced Contact Center Co., Ltd.**, the following prestigious speakers and panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Mr. Jason Chu, Chairman, APCSC, International CRE Awards Panel of Judge**
- **Mr. Teerayuth Rangsewongse, Resource Utilization & Planning Manager, Advanced Contact Center Co., Ltd.**
- **Mr. Wicha Wattanameta, AVP-HR, Advanced Contact Center Co., Ltd.**
- **Ms. Jacqueline Wong, Director - Asia Pacific Solutions Marketing & Enablement Product and Solution, Sierra Asia Pacific Inc.**
- **Mr. Todd Scully, Professional Consultant, S&P Consulting Group (Thailand) Co., Ltd.**
- **Mr. Yeen Chalermvongsenee, Online Engagement Consultant (formerly Brand Manager for Smirnoff - Diageo Moet Hennessy Thailand)**

Mr. Jason Chu, Chairman of APCSC in his presentation “**Online & Offline Integration on Customer Experience Management for CRE Customer Journey**” addressed the delegates, “**CRE Leadership is a Lifetime Journey!** The true leaders never stop their CRE Journey to engage customers, invest for greater returns, transform for better customer experiences, and pursuit professional standards. Through the **CRE Leadership Development Journey**, we have fostered genuine trust, customer advocacy, supportive partnership and long lasting friendship with a common mission and mutual willingness to support and share best practice in the international CRE Leadership Community through the **CRE & CSQS Roundtables** in Asia Pacific cities. The upcoming **12th International CRE & CSQS Leadership Summit**, and the **Hong Kong International CRE & Innovation Expo & Awards in June 12-13** will further facilitate and expand the CRE & CSQS professional platform with all of you together for innovation, knowledge exchange, experience dialogue and best practice benchmark among CRE Leaders across industries.” **Mr. Chu** concluded, “On behalf of APCSC and the international supporting organizations, I pay tribute to you all for the perseverance in pursuit of Customer Relationship Excellence, and to **Advanced Contact Center Co., Ltd.** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

Mr. Teerayuth Rangsewongse, Resource Utilization & Planning Manager, Advanced Contact Center Co., Ltd. in his presentation “**A Unique Customer Experience Journey: From Calling to Meeting Face to Face**” and **Mr. Wicha Wattanameta, AVP-HR, Advanced Contact Center Co., Ltd.** in his presentation “**How People Innovation supports our CE**” shared that Originally, ACC has been serving customers through calls with well design of staff competency, process development and technology enhancement. Having known and analyzed customers’ need and behavior, ACC has offered selling mobile devices since 2004 as consulting and leading customers to purchase at AIS Shops. Later, Platinum customers has been personally offered device campaigns and on-site delivery services. By particular request, personal assistant agents travel to customer place for device usages and setting advise. For last 3 years, ACC has set up their own shop for serve pre-booking customers arranged by call center agents. Most of customers satisfy with shop staff who are able to deliver end-to-end service (appointment confirmation, device reservation & stock control, handset setting & data transferring, promotion package and payment consult etc). The key success is how we build our staff competency then able to serve customers as end-to-end service under one contact person. This is our pride of “People Innovation”.

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in **Shenzhen on May 11-14 and Kuala Lumpur on May 20-23**. The CCSM program is recognized by the **HKSAR Government under the Continue Education Fund (CEF)** program and the **Customer Service Institute of Australia (CSIA)**. This four-day course covers advanced topics in **Customer Service Management** and **Customer Service Quality Standard (CSQS)** that enable the participants to increase their awareness and knowledge of the latest development of Customer Service in terms of technology and management best practices. The course is like an intensive mini MBA course aiming to prepare supervisors and managers to become a world class manager with customer relationship excellence disciplines and mindset. Many companies in Asia Pacific have benefited in their people development through this course already. The latest launched **Customer Service Quality Standard version 12.0** will be used in this CCSM training.

Afterwards, insightful discussions were facilitated and led by **Mr. Jason Chu** with all the participants regarding the approaches to initiating CRE Strategies and elevating customer communication channels and experience through product and service innovation. The participants have exchanged their views on the strategic transformation of **Customer Experience Management, Social Media Monitoring & Listening, and Market Analytics, CRE Initiatives**, customer satisfaction, loyalty, digital marketing and brand promotion.

APCSC also encouraged roundtable attendees to join the **Facebook Group “APCSC Asia Pacific Customer Service Consortium”** and the **LinkedIn Group “Strategic Customer Relationship Excellence CRE”** which were launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

Through CRE & CSQS Roundtable, APCSC invites market leaders to come together for best practices sharing on product and service innovation, CSR, CRM, customer experience management, knowledge management, Social media CRM with successful business cases and

strategies, facilitate innovation in business operation, bring new opportunities for brand building and market development, create win-win-win to customers, staffs and employers.

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 government bodies, 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.

Customer Relationship Excellence (CRE) Awards www.apcsc.com/creaward/index.asp

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.

Customer Service Quality Standard (CSQS) www.apcsc.com/csqsnet/index.asp

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 reinforce their CRE strategies and 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 into a customer-centric organization.

About CRE & CSQS Leadership Summit 2014, June 12 -13 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 2014, June 12 -13

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. **The next HK International CRE Innovation Expo 2014** will be held in June 2014.

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.