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Customer  
Service  
Consortium

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**FOR IMMEDIATE RELEASE**

***Online & Offline Integration on Customer Experience Management for CRE Customer Journey***  
**DHL Express and APCSC held CRE&CSQS Roundtable together in Singapore**  
**APCSC latest CSQS version 12.0 Launch**

**Singapore – March 5, 2014** – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with DHL Express (Singapore) Pte 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 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, banking, insurance, telecom, security, e-commerce and media sectors from Singapore to exchange best practices on **Online & Offline Integration on Customer Experience Management for CRE Customer Journey**.

After the warm welcome speech from Mr. Nizam Md Agil, Vice President, Customer Service, DHL Express (Singapore) Pte 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, CRE Awards Panel of Judge
- Mr. Nizam Md Agil, Customer Service Director, DHL Express (Singapore) Pte Ltd
- Mr. Patrick Liew, Special Advisor (Former Executive Chairman & CEO), HSR Global Ltd.
- Mr. Luke Diep, Head, Service Quality & PR, RHB Bank Berhad Singapore

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 12<sup>th</sup> 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 DHL Express (Singapore) on their CRE commitment and support for the CRE & CSQS Roundtable today.”

Mr. Patrick Liew, Special Advisor (Former Executive Chairman & CEO), HSR Global Ltd. in her presentation “**The New Era of Customer Relationship Management: Total Customer Engagement and Service**” discussed, “As a result of the new era of pervasive and ubiquitous infocommunication network, customers’ needs and requirements are evolving. The role and function of entrepreneurs and sales/service personnel will need to change to meet expectation of a fast-changing landscape. The questions that beg to be answered are how do you monitor and keep track of customers’ changing work style and lifestyle? How do you engage them in a targeted, holistic and balanced way? How do you enhance your customers and more importantly, evoke lifelong customer loyalty?”

After the presentation, Mr. Jason Chu, Chairman of APCSC presented the CCSM (Certificate in Customer Service Management), and CCCM (Certified Contact Center Manager) certificates to the following leaders who have successfully completed their global certification programs:

- Mr. Joseph Ng, Contact Centre Team Manager of DHL Express (Singapore) PTE LTD
- Mr. Darren Shi, Service Quality Executive of RHB Bank Berhad Singapore
- Ms. Sheda Rahman, Service Quality Manager of RHB Bank Berhad Singapore

The Certificate in Customer Service Management (CCSM) (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in Taipei on March 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 Engagement, 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.

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

The Customer Relationship Excellence (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](http://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](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 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. **The next HK International CRE Innovation Expo 2014** will be held in June 2014.

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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](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Facebook: Asia Pacific Customer Service Consortium, Twitter: CRE Awards, LinkedIn: APCSC, QQ : 2303712688.