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Customer
Service
Consortium

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Online & Offline Integration on Customer Experience Management for CRE Customer Journey **Astro Malaysia and APCSC held CRE&CSQS Roundtable together in Kuala Lumpur** **APCSC latest CSQS version 12.0 Launch**

Kuala Lumpur – March 7, 2014 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **Astro Malaysia Holdings Berhad** 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, banking, insurance, telecom, security, e-commerce and media sectors from **Malaysia** to exchange best practices on **Online & Offline Integration on Customer Experience Management for CRE Customer Journey**.

After the warm welcome speech from **Mr. Clement Teo, Head of Customer Experience, Astro Malaysia Holdings Berhad**, 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. Clement Teo, Head of Customer Experience, Astro Malaysia Holdings Berhad**
- **Ms. Mona Cheah, AVP, eChannels & Self Service, Astro Malaysia Holdings Berhad**
- **Mr. Swee Keong Joo, Head, Customer Experience - Digital Services, Celcom Axiata Berhad**

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 **Astro Malaysia** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

Ms. Mona Cheah, AVP, eChannels & Self Service, Astro Malaysia Holdings Berhad in her presentation “**Making Digital Work**” introduced that in line with Astro’s Customer Experience strategy, they established a service differentiation strategy to define the level of service based on the value of transactions and level of interaction. Multi-channel service requires a common touchpoint for the full spectrum of interactions. The selfserve agenda must not only support customers but be supported by partner enablement to provide an full end to end provision request – to – fulfillment service. She shared the case studies on how to design the functionality, taking into account the platform limitations and Customer needs and summarized their winning formula to serve the best online experience.

Mr. Swee Keong Joo, Head, Customer Experience - Digital Services, Celcom Axiata Berhad in his presentation “**Designing agile, customer-oriented business processes to deliver superior customer experiences**” shared that what matters most to your customers and what levers impact them and how to create a reliable and consistent Customer Experience in a world of rapid technology development and increasing types of touch points. He also used analytics to show how customers perceive our performance and how we actually performed, and shared how business processes play vital role in connecting the entire organization to delivering good customer experience, so as to aligning your business processes to focus on customers’ needs and expectations and addressing the challenges of integrating redesigned, customer-oriented business processes across your various systems new parameters”

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. Christopher Chin, AVP, Customer Service Centre, Customer Division, Astro Malaysia Holdings Berhad**
- **Mr. Shaik Ali Fikri Bajunid, Head of Workforce Management, Astro Malaysia Holdings Berhad**

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.

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.