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Service Leadership Meeting Future Customer Demand for CRE Customer Journey
AIA and APCSC held CRE & CSQS CXO Forum together in Kuala Lumpur

Malaysia, Kuala Lumpur – April 7, 2014 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) CXO Forum together with AIA Bhd. The **CRE & CSQS CXO Forum**, with the theme of “*Service Leadership Meeting Future Customer Demand for CRE Customer Journey*”, has attracted C-level executives and directors from cross industries including insurance, mobile, telecom, entertainment, information technology, retail, security, e-commerce and media sectors from **Malaysia** to explore innovation and shape leadership in Customer Relationship Excellence and Customer Service Quality in order to elevate Service Standard in the industry.

After the warm welcome speech from **Mr. Bill Lisle, CEO, Bhd.**, 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. Bill Lisle, CEO, AIA Bhd.**
- **Mr. Jeetendra Kumar, Managing Director, Pitney Bowes Software**
- **Mr. Swee Keong Joo, Head, Customer Experience, Digital Services, Celcom Axiata Berhad**
- **Mr. Navonil Roy, former General Manager Mergers & Partnerships, Maxis Communications Bhd**

Mr. Jason Chu, Chairman of APCSC in his presentation “*Service Leadership Meeting Future Customer Demand 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 CXO Forum** and **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 **AIA Bhd.** on their CRE commitment and support for the **CRE & CSQS CXO Forum** today.”

Mr. Bill Lisle, CEO, AIA Bhd. welcomed the delegates, “We are pleased to be collaborating with APCSC on this Roundtable series as it provides a good platform for us to showcase a successful initiative we launched last year to unlock the value of our rich customer base of 2.6 million policyholders following the integration of our businesses in Malaysia last year.” In his presentation “**Unlocking the Value of Our Existing CRM Base**”, Mr. Lisle shared that following AIA’s acquisition of ING’s insurance businesses in Malaysia in December 2013, AIA moved to integrate its businesses in the country to produce a new and enlarged entity with a combined customer base of 2.6 million policyholders. Part of the integration efforts were focused on unlocking the value of this rich customer base, which accounts for nearly 10% of the Malaysian population but also had a sizeable pool of customers who had not made a purchase from AIA in the last 3 years. AIA Bhd. launched an initiative to reconnect with those dormant customers to ensure that their protection needs are met.

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 **CRM, Customer Experience Management, Customer Journey, Social Media Monitoring & Listening, and Market Analytics, CRE Initiatives**, customer satisfaction, loyalty, digital marketing and brand promotion.

APCSC also encouraged forum 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 forum.

Through **CRE & CSQS CXO Forum**, 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.

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.

International 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.

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.