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FOR IMMEDIATE RELEASE

Social Media & O2O Contact Center Integration for Customer Experience Management
DHL Express and APCSC held CRE&CSQS Roundtable together in Singapore

Singapore – March 10, 2015 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (**CRE**) & Customer Service Quality Standard (**CSQS**) **Roundtable**. The **CRE & CSQS Roundtable**, with the theme of **"Social Media & O2O Contact Center Integration for Customer Experience Management",** has attracted C-level executives and directors from cross industries including banking, insurance, logistics, telecommunication, direct marketing, property management, information technology, retail, e-commerce and media sectors from **Singapore** 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. Jason Chu, Chairman, APCSC**, 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. Nizam Md Agil, Vice President, Customer Service, DHL Express (Singapore) Pte Ltd
- Ms. Anne Phey, Director of Marketing, IBM Systems Asia Pacific
- Ms. Sarumathi, EXCO Member, Contact Centre Association of Singapore

Mr. Jason Chu, Chairman of APCSC in his presentation **"*Social Media & O2O Contact Center Integration for Customer Experience Management*"** addressed the delegates, "***CRE Leadership is a Journey of Championship!*** The true leaders never stop their **CRE *Championship*** to further engage customers, invest for greater returns, transform for better customer experiences, and pursuit professional standards. APCSC has successfully promoted the spirit of customer relationship excellence, advocated customer centric innovations from different cultures, campaigned for social media mobile technology advancements cross industries, and further raised up the commitments from the CEO's to champion and honor the best-in-class customer services winning the loyalty of our global mobile consumers today. Through the ***CRE Leadership Development Journey***, together, we celebrate and refocus with stronger passion, closer partnership, genuine trust and fellowship. Together, we embark on a refreshed vision and mission to pursuit, support, research and share best practices together and collaborate through the CRE & CSQS Roundtables in international cities. The upcoming **13th International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit on June 11-12, 2015 and HK International CRE Innovation Expo** further expand this professional platform with all of you for knowledge exchange, experience dialogue and benchmark among international 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."

Ms. Anne Phey, Director of Marketing, IBM Systems Asia Pacific in her presentation **"Capturing That Awesome Customer Experience with Social Media"** shared, "the customer behaviour is changing rapidly with social media. What is the impact of social media to customer experience? How can we capture the customer experience with social media? There are a few tips for social media success for organizations."

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

- ***Ms. Emily Lim, Vice President, Operations Performance, Manulife (S) Pte Ltd.***

- ***Ms. Sharon Cheok, Senior Manager, Client Services, Manulife (S) Pte Ltd.***

The **Certificate in Customer Service Management** (**CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in ***Hong Kong on March 24-27*** *and* ***Beijing on April 7-10.*** 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 Satisfaction, Social Media Monitoring, CRE Culture and 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 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.

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 2015 June 11 -12 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.

HK International Customer Relationship Excellence & Innovation Expo 2015, June 11 -12
www.apcsc.com/expo/index.asp

- **Digital, Social Monitoring, Mobile, Cloud & Big Data**
- **CRM, Contact Center, BPO, eCom & Internet Security**

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.

Expo Innovation Awards 2015, June 11-12
www.apcsc.com/expo/2014winners.asp

Expo Innovation Awards is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Digital, Social Monitoring, Mobile and Big Data & Cloud, CRM, contact center, BPO, eCom and Internet Security. The Expo Innovation Awards recognizes innovative products and services, strengthen the corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region. Firms are assessed through introduction of product or service, business case presentation, summary and write- up, customer reference and customer satisfaction assessment. All the winners are awarded a trophy and certification from **APCSC & HKCSC** Expo Organizing Committee.

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, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ：2303712688, WeChat: APCSC_CRE.