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## Customer Relationship Excellence Contact Center Successes and Innovations DYXnet Group and APCSC held CRE&CSQS Roundtable together in Hong Kong APCSC latest CSQS version 12.0 Launch

**Hong Kong – November 7, 2013** – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **DYXnet Group**. The CRE & CSQS Roundtable, with the theme of “**Customer Relationship Excellence Contact Center Successes and Innovations**”, has attracted experts and senior executives of CRM, Contact Center, Customer Service & Customer Experience Management, IT, Digital, PR, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including information technology, banking, consulting, e-commerce, media and entertainment sectors from **Hong Kong** to exchange best practices on *Contact Center Successes and Innovations*.

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. Wallace Ng, Group Vice President, Customer Service, DYXnet Group**
- **Ms. Malou T. Caluza, Director of Operations, QNET Ltd.**
- **Ms. Arist Yue, Telebet Manager, The Hong Kong Jockey Club**

**Mr. Jason Chu, Chairman of APCSC** in his presentation “**Customer Relationship Excellence Contact Center Successes and Innovations**” 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 Awards 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, **CRE & CSQS Leadership Summit**, and **Hong Kong International CRE & Innovation Expo**. *CRE Leadership is a Lifetime Journey!* APCSC is privileged to facilitate and expand the CRE & CSQS professional platform with all of you together for 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 **DYXnet Group** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

**Mr. Wallace Ng, Group Vice President, Customer Service, DYXnet Group** in his presentation “**Social Media: The challenges and opportunities to customer services**” shared how social media is dramatically altering the customer service landscape. Through social media platforms like WhatsApp, Facebook and Wechat, customers are now more demanding, making companies to upgrade their customer strategy and provide real-time information. Before your company switch from using a call centre to a contact centre, you need to consider these questions: Does social media fit your business? What kind of challenges lie beneath? What are the pros and cons of using social media?

**Ms. Malou T. Caluza, Director of Operations, QNET Ltd.** in her presentation “**Customer Service, Contact Center and Social Media CRM**” discussed Customer communication preferences have significantly transformed over the past years with the prevalence of 24/7 internet connectivity and the evolution of smart phones and tablets. These social phenomena mean that people now communicate more frequently and in more channels and methods than ever before. In her presentation, Malou shared valuable insights about going ‘social & mobile’ and how QNET took advantage of multiple and localized communication channels for their customers around the globe. QNET believes that social media and mobile are no longer communications trends that are only limited to the young ones, but a permanent and ever-evolving necessity that is now a requirement in every business, available for the general ‘literate’ age. This change implies that providing communication through multiple channels is now critical in order to remain competitive and at par with the others”.

**Ms. Arist YUE, Telebet Manager of The Hong Kong Jockey Club (HKJC)** in her presentation “**Inspiring New Generation to Achieve Customer Service Excellence & Success of the Tsing Yi Contact Centre**” shared her ways of *implementing the CSQS in the Tsing Yi Contact Centre for delivering excellent customer services that enabled her winning a prestigious award from the HKJC and receiving the accolade “Contract Centre of the year 2012 (Entertainment – Under 500 Seats)” from the APCSC*. Despite the stringent labour market, she has been able to manage her workforce by means of a cost effective model “part-timer manages part-timer” and meet the expectation of the new generation through the delivery of “People Programmes”.

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. Jennifer Sham, Global Support Centre Operations Head, QNet Ltd.**
- **Ms. Ann Cristobal, GPC Operations Manager, QNet Ltd.**
- **Ms. Maggie Wong, Tenant Service Manager, Hopewell Centre Management Limited**

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in **Hong Kong on November 19-22**. The CCSM program is recognized by the **HKSAR Government under the Continue Education Fund (CEF)** program and the **Customer Service Institute of Australia (CSIA)**, and co-organized in **Malaysia by SIRIM Berhad**. 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 Certificate in Customer Service Management (CCSM) course **will be held in Hong Kong on November 19-22, 2013**. 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 **Digital, Social, Mobile Customer Experience, Gamification, CRE Initiatives**, customer satisfaction, loyalty, customer and employee engagement, 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 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](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.