



Asia Pacific  
Customer  
Service  
Consortium

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**FOR IMMEDIATE RELEASE**

**Social CRM, Customer Service, Marketing & PR  
APCSC held CRE&CSQS Roundtable together with  
PT XL Axiata, Tbk in Indonesia**

**Jakarta, Indonesia – March 15, 2013** – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **PT XL Axiata, Tbk** in Jakarta. The CRE & CSQS Roundtable, with the theme of “**Social CRM, Customer Service, Marketing & PR**”, has attracted experts and senior executives of CRM, Customer Service, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including retail, securities, logistics, information technology, government, entertainment, telecommunications, direct marketing, e-commerce, financial and insurance sectors from **Indonesia** to exchange best practices on Social CRM, Customer Service, Marketing & PR.

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. Becquini Akbar, Assistant Vice President Customer Service Vendor Mgt Organization, PT XL Axiata Tbk**
- **Ibu Wardhani Soedjono, President Director, PT VADS Indonesia**
- **Mr. Tim North, Director of International Sales & Channels, Eptica Pte**

**Mr. Jason Chu, Chairman of APCSC** in his presentation “**Social CRM, Customer Service, Marketing & PR**”, addressed the delegates, “APCSC has for years facilitated the trailblazing path, organized CRE & CSQS roundtable in many international cities in Asia Pacific Region, for corporate sustainability and higher achievement. Through the **CRE & CSQS Leadership Summit, Hong Kong International CRE & Innovation Expo, and CRE & CSQS Roundtable** in international cities in Asia Pacific region, we see that the commitments to CRE innovation and integration are the key determining factors for business sustainability and market leadership. We encourage firms to develop and incorporate CRE Strategies with effective customer communications and social media, build new business competence, integrate CRE into your corporate DNA and strategy, and make a better future for customers and society.” **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 (CRE) despite the global crises, and to **PT XL Axiata, Tbk** on their commitment for Customer Relationship Excellence and support for the CRE & CSQS Roundtable today.”

**Mr. Becquini Akbar, Assistant Vice President Customer Service Vendor Mgt Organization, PT XL Axiata Tbk** in his presentation “**XL Care has become a potential channel to deliver outstanding service experience and increase XL revenue**” introduced that social media has become a powerful tool to reach Indonesian customers by delivering outstanding experience through end-to-end process. XL Care has managed to fulfill the high expectation from Indonesian customers, by providing not only quick problem solving process but also effective educational information. XL Care is also highly determined to attract more potential subscribers by developing strategic collaboration with various stakeholders, namely universities, bloggers, journalists, and communities. These key activities have brought significant impact particularly on the increasing average revenue per user and the number of XL Care followers.

**Ibu Wardhani Soedjono, President Director, PT VADS Indonesia** in her presentation “**Effective Customer Feedback In Excellence Customer Experience Delivery**” introduced that customer feedbacks are very important to the company in improving all services; how company can absorb, manage and respond all the feedbacks in the end impacting excellence customer experience, increasing customer satisfaction and loyalty, resulting in revenue generator and growth of the business.

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:

- *Mr. Ariesa Pramudito, Manager CS Operation Performance & QA, PT XL Axiata Tbk*
- *Ms. Chrisny Amintarsih, Operation Manager, PT. VADS Indonesia*
- *Ms. Rosalia Dewi Trihastuti, Contact Center Manager – Jogjakarta, PT. VADS Indonesia*

The CCSM Training 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**, wholly owned by the Malaysian Government specializing on certification and standards development. This four-day course has covered the basic and 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 as well as management best practices. Customer Service Managers will also learn how to develop appropriate plans to integrate the Customer Service Center within the organization and bring new insights, set visions and lead Customer Service teams.

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 **Social CRM, 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 an organization into a customer-centric unit.

**About CRE & CSQS Leadership Summit 2013, June 13 -14      [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 2013, June 13 -14**

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

- **Digital, Social, Mobile and 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 2013** will be held in June 2013.

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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: CREAwards, LinkedIn: APCSC, MSN: [enquiry@apcsc.com](mailto:enquiry@apcsc.com), QQ : 2303712688.