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Digital, Social, Mobile Innovation Excellence and Service Leadership Astro Malaysia and APCSC held CRE&CSQS Roundtable together in Kuala Lumpur

Kuala Lumpur – August 1, 2013 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **Astro Malaysia Holdings Berhad** in Kuala Lumpur. The CRE & CSQS Roundtable, with the theme of “**Digital, Social, Mobile Innovation Excellence and Service Leadership**”, has attracted experts and senior executives of CRM, Customer Service & Experience, IT, Digital, PR, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including information technology, telecommunications, banking, e-commerce, financial, entertainment and healthcare sectors from **Malaysia** to exchange best practices on *Digital, Social, Mobile Innovation Excellence and Service Leadership*.

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**
- **Ms. Mona Cheah, Head of eChannels, Astro Malaysia Holdings Berhad**
- **Mr. Edmund Yong, Head of New Media Marketing, Astro Malaysia Holdings Berhad**
- **Dato’ Arif Siddiqui, CIO Standard Chartered Malaysia and Group CIO Islamic Banking**
- **Mr. Swee Keong Joo, Head, Customer Experience - Digital Services, Celcom Axiata Berhad**
- **Ms. Thong Wai Yin, Vice President & Head, Claims, Great Eastern Life Assurance (M) Berhad**

Mr. Jason Chu, Chairman of APCSC in his presentation “**Digital, Social, Mobile Innovation Excellence and Service Leadership**” 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 **Astro Malaysia** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

Mr. Clement Teo, Head of Customer Experience of Astro Malaysia welcomed the delegates, “I would like to warmly welcome all of you to Astro as host of this CRE & Customer Service Quality Standard Roundtable in Kuala Lumpur. We wish to thank the Asia Pacific Customer Service Consortium and its chairman Jason Chu for tireless promoting service excellence in this region and the opportunity to share best practices and build service leadership in our respective industries. The Asia Pacific Customer Relationship Excellence Awards are the gold standard for service quality and thus we are truly honored to be associated with it this year, as winners of Online Service of the Year, High Speed Service of the Year and Most Innovative Technology for our approach to Multi-Channel Customer Care. Customer experience is a continuous journey and we hope that open forums like this will help us to mutually learn from one another and foster closer networks among service professionals.”

Ms. Mona Cheah, Head of eChannels and **Mr. Edmund Yong, Head of New Media Marketing** of **Astro Malaysia** in their respective presentations “**Social Media Care – Rules of Engagement in the Social Space**” and “**Bricks-and-Clicks – Self-Service and Retail in the New Media Age**” introduced how and whether the multi-channel framework can effectively deliver service to the full spectrum of customer interactions. “Although having a multi-channel framework is considered hygiene today, we need to adapt to evolving customer behaviour. The purchase and consumption journey has become increasingly complex, across multiple touch points, devices and platforms. We also explore new cutting edge solutions for customer care in the social media space. Social media is widely misunderstood and often times regarded as a ‘loose cannon’, but it can be reined in for service fulfillment, positive experience and brand advocacy.”

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. Jasmin Aksan, Senior Assistant Vice President, Astro Malaysia Holdings Berhad**
- **Mr. Ramlan Ramli, Regional Customer Service Manager, Astro Malaysia Holdings Berhad**

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**. 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 Digital, **Social, Mobile Customer Experience, Gamification, CRE Initiatives**, customer satisfaction, loyalty, customer and employee engagement, digital marketing and brand promotion.

Mr. Swee Keong Joo, Head, Customer Experience - Digital Services, Celcom Axiata, shared about Customer Experience Framework which was developed to understand the real journey a customer would go through for a specific service or product. It begins with understanding the shopping discovery, registration process, usage experience, billing experience and ends with experience on how well we can resolve complaints. The Customer Experience Test which is developed to test the framework will not only focus on end-to-end journey but to dive into specific touch point such as registration process and usage experience on multiple devices/platforms.

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.