



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Digital, Social, Mobile Innovation Excellence and Service Leadership DHL Express and APCSC held CRE&CSQS Roundtable together in Singapore

Singapore – September 30, 2013 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with DHL Express (Singapore) Pte Ltd at the *DHL Air Express Centre*, Singapore. 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 & Customer Experience Management, IT, Digital, PR, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including information technology, telecommunications, logistic, e-commerce, media and entertainment sectors from Singapore 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**
- **Mr. Nizam Md Agil, Customer Service Director, DHL Express (Singapore) Pte Ltd**
- **Mr. Patrick Liew, Special Advisor (former Executive Chairman & CEO), HSR Global Ltd**
- **Mr. Keith Kee, Imm Past President, Engineering Alumni Singapore**
- **Mr. Ronald Jones, Head of APAC Operations and Workforce, eBay Asia Pacific**

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 **DHL Express (Singapore)** on their CRE commitment and support for the CRE & CSQS Roundtable today.”

Mr. Patrick Liew, Special Advisor (Former Executive Chairman & CEO), HSR Global Ltd in his presentation “**Changing Business Landscape - The Social Media Way**” gave a real story of how social media could efficiently help rescue the victims of the flood crisis in Thailand. In 2011, when he was in Australia, he with his partners created Leamathon, a charity project to raise support for crisis relief efforts through social media; in the result of raising \$180,000 fund and gathering 1400 people in less than two weeks. Through this experience, Patrick was re-awakened to the power of social media to change the way we live, work, learn and play. The power to transform the way we provide service leadership and excellence. The way we understand, relate to, serve, and build an ongoing relationship with our customers can no longer be the same. Unless we come to grip with the new technology-driven structure, system and process, we will join the dinosaurs of the Jurassic Age.

Mr. Keith Kee, Imm Past President, Engineering Alumni Singapore in his presentation “**Engaging customer service standards in developing markets - Cases from Ghana, Kurdistan and Myanmar**” shared about doing business in emerging market environment is an integral part of a multi-faceted process”. He believes Customer Service Excellence is the formation of both Service excellence and Customer satisfaction. What are the challenges we have to face? That would be the Mind-set (individual) and Organizational (company) behaviors. To achieve customer service Excellence, gradual shift in mind-set as well as (to slower extent) organizational behavior changes is necessary, supported by the brief examples of different scenario in emerging markets-- Myanmar, Ghana and Kurdistan.

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in Singapore for the first time on October 1-4. 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.

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.

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 -13www.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.