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FOR IMMEDIATE RELEASE

Big Data Transform O2O Retail Shopping Experience Innovation Hang Lung Properties & APCSC held CRE & CSQS Roundtable & Launched 16th Int'l CRE Awards

Hong Kong – December 7, 2017 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with Hang Lung Properties Limited. The CRE & CSQS Roundtable, with the theme of "Big Data Transform O2O Retail Shopping Experience Innovation", has attracted C-level executives and directors from cross industries including property, insurance, telecommunications, direct marketing, e-commerce, logistics, banking, retail, information technology, entertainment, financial, healthcare, and media sectors from Hong Kong to explore innovation and shape leadership in Customer Relationship Excellence and 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 Topic: Big Data Transform O2O Retail Shopping Experience Innovation
- Mr. Ray Leung, Deputy General Manager Service Delivery, Hang Lung Properties Limited Topic: From Great Service to Great Experience
- Ms. Janet Poon, General Manager Human Resources, Hang Lung Properties Limited
- Mr. Alex Pang, Director, eCommerce, FWD Life Insurance Company (Bermuda) Limited Topic: O2O innovation via social media
- Mr. Vincent Leung, Senior Manager of Business Service & Solution Division, Canon Hongkong Company Limited
- Ms. Bonnie Chow, Managing Director, PlanB



Mr. Jason Chu, Chairman of APCSC in his presentation Big Data Transform O2O Retail Shopping Experience Innovation" welcomed the delegates, "CRE Leadership is a Customer Centric Journey! The CRE Community is dedicated to sharing customer centric best practices through the International CRE & CSQS Roundtables and CXO Forums. CRE Leadership is a Relationship Journey! The International CRE Awards program has helped inspire industry best practices of customer relationship excellence, communicate the different Asian cultural values and innovations, advocate digital social mobile O2O engagement and big data analytics cross regions persistently. CRE Leadership is an Everlasting Journey! CRE Leaders listen, understand and advocate for customers relentlessly, continuously invest in sustainable development of professionals, employee empowerment and customer engagement to attain outstanding achievement. The upcoming 16th International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 7th HK International CRE Innovation Expo on June 14-15, 2018 will further expand this international platform among international CRE Leaders across diverse culture and industries." Mr. Chu concluded, "In these 20 years, we witness together the success of our dedication and achievements, celebrate together and build stronger momentum impetus into the future CRE vision and aspirations in this

competitive and disruptive customer experience economy to strive for future 20 years of CRE vision. On behalf of APCSC, I pay tribute to you all for our relentless pursuit of Customer Relationship Excellence, and to **Hang Lung Properties** on their CRE commitment and support for the **CRE & CSQS Roundtable** today. We invite all CRE Leaders to be customer centric and elevate CSQS International benchmark, and inspire future leaders to exchange and promote our CRE brands."

Mr. Ray Leung, Deputy General Manager - Service Delivery, Hang Lung Properties Limited welcomed the delegates, "Big Data is one of the key buzzwords nowadays. At Hang Lung, tapping into Big Data has opened up new opportunities for us to provide more unique, highly bespoke shopping experience. Analysis and interpretation towards Big Data has enabled us to predict and discover the unspoken needs and wants of customers. The adoption of sophisticated data management and application of innovative technology allows us to better design and manage customer experience; yet, we also understand customer service needs a human element, that our service teams play an important role in bringing life to customer experience and creating long-lasting loyalty. At Hang Lung, we've set up our unique Service Quality model to define our service standards, empower our colleagues to design and develop great customer experience, and measure our service performance for continuous improvement. To further motive our service team and build up a proactive service culture, we've established the 'Emerald Award' to recognize our "service stars" and to create benchmarks for customer service delivery. I look forward to sharing our experience in the customer service journey, and exchange ideas among our professional audience in this meaningful Roundtable event." Mr. Leung in his presentation "From Great Service to Great Experience" shared that Customer Experience has been widely discussed since 1990's. It is generally perceived as the result of an interaction between an organization and customers over the duration of their relationship. This interaction consists of the customer journey, the brand touchpoints and the environments, both physical and digital. In order to design this interaction that creates great experience, it requires an innovative approach that suits the organization and culture. In Ray's sharing, the key concepts and approaches to create great customer experience will be discussed. Ray will also share the strategies and practical examples at Hang Lung in delighting and engaging customers.

Mr. Alex Pang, Director, eCommerce, FWD Life Insurance Company (Bermuda) Limited in his presentation "020 innovation via social media" shared that People are spending more time on mobile and social media nowadays. How can e-tailers innovate the O2O experience through social media? During the presentation, I will walk through how FWD Life Insurance use FB chatbot and Offer Ad to enable O2O business.

The Certificate in Customer Service Management (CCSM) (inclusive of CCSA, CCCM, CSCM) Certification Program will be held in Hong Kong on December 18-21 for CCSM, December 18-19 for CCSA and December 20-21 for CCCM respectively. Aiming to prepare supervisors and managers to become a world class leader with CRE disciplines and mindset, the course is like an intensive mini MBA course covering advanced topics in Customer Service Management and Customer Service Quality Standard (CSQS) that enable the participants to increase their knowledge of the latest development of Customer Service and CRM in terms of technology and management best practices. The CCSM program is recognized by the HKSAR Government under the Continue Education Fund (CEF) program, the Customer Service Institute of Australia (CSIA), and the International Council of Customer Service Organizations (ICCSO). Many leading multinational firms have benefited in their people development through this course. The latest launched CSQS version 15.0 will be used in this CCSM training.

Through the International **CRE & CSQS Roundtables**, 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.

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 regions 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.

International and HK/China/ASEAN Customer Relationship Excellence (CRE) Awards www.apcsc.com/creaward/index.asp

The International Customer Relationship Excellence (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 leadership 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 International Customer Service Quality Standard, CSQS is developed by the Asia Pacific Customer Service Consortium APCSC, jointly with the Hong Kong University, HKU Research Team. It has integrated the Balanced Scorecard Management System, customer experience and lifecycle management, employee engagement, and best practices of CRE Awards winners; so as to ensure CSQS set the world class benchmark. CSQS helps firms enhance operation efficiency, brand loyalty, and move ahead of the competition. As the assessment criteria of the International CRE Awards, CSQS has established a world-class management framework to innovate and transform, strengthen CRE strategies with clearer guidelines for cross function and industry deployment.

International CRE & CSQS Leadership Summit 2018 June 14-15 www.apcsc.com/cresummit

The CRE & CSQS Leadership Summit is exhibiting and showcasing WORLD-CLASS 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, CSQS Committee members, industry leaders and experts of the CRE Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for CEO's & CXO's to dialog, exchanging, sharing exemplary customer success leadership and showcase global successes in Hong Kong, an international financial, business, logistic, tourism and trade center.

HK International Customer Relationship Excellence & Innovation Expo 2018, June 14-15 www.apcsc.com/expo/index.asp

- > Big Data, Mobile, Social & Cloud
- CRM, contact center, BPO, eCom & Internet Security

The HK International CRE Innovation Expo is aiming at providing a cross industry platform for firms to "open up, communicate and collaborate," to expand international markets, achieve collaboration, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding firms from around the world display, share and build a prestigious community platform to cooperate and create more business opportunities. Senior leaders from government, organizations, enterprises, research leaders and professionals from different industries share frontier problems regarding present and future business model development, pay close attention to create CRE & Innovation, business ideas, global competitiveness and challenges.

HK International Expo Innovation Awards 2018, June 14-15 www.apcsc.com/expo/2017winners.asp

The Expo Innovation Awards is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Big Data, Mobile, Social & Cloud and CRM, contact center, BPO, eCom & 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 International CRE Awards, CRE & CSQS Leadership Summit, International CRE & Innovation Expo & Awards promotion and sponsorship*, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CREAwards, QQ: 2303712688, WeChat: APCSC_CRE.