



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

Development of Core Brand Value for International Market Leaders and Design Thinking
APCSC & AIA Singapore held CRE & CSQS Roundtable
Commenced the HK CRE Index Research Consortium & 17th Int'l CRE & CSQS Leadership Summit

Singapore – April 25, 2019 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with AIA Singapore Pte Ltd. The CRE & CSQS Roundtable with the theme of “Development of Core Brand Value for International Market Leaders and Design Thinking” has attracted C-level executives and directors from cross industries including insurance, information technology, e-commerce, telecommunications, direct marketing, logistics, banking, retail, entertainment, financial, healthcare, property, and media sectors from Singapore to explore innovation and shape leadership in Customer Relationship Excellence and Design Thinking, Service Quality in order to elevate Innovation Service Standard in the industry.

After the warm welcome speech from Mr. Jason Chu, Chairman, APCSC, and Ms. Michelle Leong, Head, Customer Service, AIA Singapore Pte Ltd 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: Development of Core Brand Value for International Market Leaders and Design Thinking
- Ms. Michelle Leong, Head, Customer Service, AIA Singapore Pte Ltd
- Dr. Patrick Liew, Executive Chairman, GEX Ventures
- Mr. Anders Nordahl, CEO, Transformation and Innovation Pte Ltd
- Mr. Gautam Guin, Cloud Technology Evangelist & APJ Channel Partner Technology Alliance & Ecosystem Builder
- Ms. Yvonne Liow, Vice President Marketing, Excel Aerospace Pte Ltd



Mr. Jason Chu, Chairman of APCSC in his presentation “Development of Core Brand Value for International Market Leaders and Design Thinking” welcomed the delegates, “CRE Leadership is a Journey of Innovation! CRE Leaders experiment and take agile approach to create convenience, satisfaction and promoters. CRE Innovators actively identify opportunities to improve personalized customer experience journey through big data, omnichannel, AI enhanced services to create superior CRE brand and advocates in different customer segments. CRE Leadership is a Journey of Teamwork! CRE Leaders build teamwork and partnership, develop cross functional integration. They work as one with trust to fulfil the visions and promises to our customers and employees. The international CRE Community work together and exchange service innovations, best practices through the International CRE & CSQS Roundtables and CXO Forums to accelerate the digital transformation, empower creative thinking, and envision future strategies.

The International CRE Awards has accelerated the advancement of world class benchmark, corporate governance, sustainability, and CSR leadership. CRE Leadership is a Journey of Celebration! CRE Leaders celebrate our employees and customers’ successes to create win-win continuously. We celebrate the 20th Anniversary of APCSC together as one big family of the CRE World Cup athletes, coaches and innovators. We share the same CRE World Vision for better omnichannel customer experience in the sharing & experience economy.

We are also glad to announce that Hong Kong University of Science and Technology (HKUST) and APCSC are jointly embarking the HK CRE Index Research Consortium Program to develop a big-data platform to evaluate the customer relationship, experience, satisfaction and loyalty of companies in Hong Kong and to increase the added value, productivity and competitiveness of our economic activities with the Hong Kong Innovation and Technology Fund (ITF) Research Program. In the last 20 years, we witness together the success of our CRE Leadership Community’s 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 CRE, and to AIA Singapore Pte Ltd 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 engage, exchange and create iconic CRE brands!”

Ms. Michelle Leong, Head, Customer Service, AIA Singapore Pte Ltd welcomed all delegates, “Welcome to AIA Singapore. This is a significant year for AIA as we are celebrating 100 years in Asia! It is our honour to co-host this event with the committee of CRE. We would also like to thank the committee for providing us this golden opportunity to facilitate this event.”

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Programs in **2019** will be held in *Hong Kong on May 23-24 & 30-31 and Shenzhen on July 23-26 for CCSM*. 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 Continuing 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 16.0** 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, Asia Pacific, HK/China/ASEAN CRE Awards <https://www.apcsc.com/recognition>

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) <https://www.apcsc.com/customer-service-quality-standard>

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 2019 June 20-21 <https://www.apcsc.com/upcoming-summit-v2>

- **Game Changers: Big Data, CRE Index, InnoTech, A.I. Ecosystem & Sharing Experience Economy**
- **Seize the Greater Bay Area and The Belt and Road Strategic Growth Opportunities**

This year’s Leadership Summit theme is focusing on the innovative and disruptive game changers that are changing the way we do business, serve our customers, provide better customer experience, and motivate our employees. International Market Leaders will come together to share their Customer Centric Innovations, Strategies, AI, Big Data, O2O Marketing, Loyalty Programs, Social Media and CRM best practices. World class companies, 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, exchange, share exemplary customer success leadership and showcase global successes in Hong Kong, the international financial, business, logistic, tourism and trade center.

HK International Customer Relationship Excellence & Innovation Expo Awards 2019, June 20-21

<https://www.apcsc.com/innovation-awards>

- **Big Data, Mobile 5G, Digital, Social and Cloud**
- **CRM, contact center, BPO, eCom & A.I. IoT**

The HK International CRE Innovation Expo Awards 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. **The CRE Innovation Expo Awards** is dedicated to Regional & International firms providing innovative products, services and solutions with good customer references, to 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.