



FOR IMMEDIATE RELEASE

**APCSC & The Open University of Hong Kong Co-Organized  
Customer Loyalty Award Forum with Roundtable Dialog on**

***Internet+ Experience & Sharing Economy & Artificial Intelligent+ HRM Services to Engage Brand Loyalty***

Hong Kong – October 31, 2018 – Asia Pacific Customer Service Consortium (APCSC) held the Asia Pacific Customer Loyalty Award Forum together with The Open University of Hong Kong (OUHK). The Asia Pacific Customer Loyalty Award Forum with the theme of “Internet+ Experience & Sharing Economy to Engage Brand Loyalty” and “Artificial Intelligent and HRM Services, Training and People Development” have attracted C-level executives and directors from cross industries including e-commerce, IT, hospitality, telecom, direct marketing, logistics, retail, entertainment, financial, public service, healthcare, and media sectors from Asia Pacific to explore innovation and shape leadership in Customer Relationship Excellence in order to *elevate Service Brand Loyalty in the New Economy*.

After the warm welcome speech from Mr. Jason Chu, Chairman, APCSC, the following prestigious speakers and chief officer level panelists also shared ideas about a wide range of topics, dialog on future trend, and answered audience questions during the panel discussion:

- Mr. Jason Chu, Chairman, APCSC, International CRE Awards Panel of Judge  
*Topic: Internet+ Experience & Sharing Economy to Engage Brand Loyalty*
- Mr. Olivier Njamfa, President & CEO, Eptica UK Ltd  
*Topic: Voice of the Customer programmes: how to get ready for a new area of customer intelligence that delivers*
- Mr. Henry Chan, General Manager, Tai Pan Laundry & Dry Cleaning Services, Ltd  
*Topic: How Industry 4.0 contributes to Customer Satisfaction?*
- Ms. Sofia Zhang, Assistant Manager, Operation & Digital Support Internet Operation Center, Infinitus (China) Company Ltd.  
*Topic: Excellent Customer Service create Infinity Value*
- Mr. Gary Lam, Founder and CEO, ASIA CEO Community Limited
- Mr. Zen Pin LIOW, General Manager, Greater China and ASEAN, Concentrix



Mr. Jason Chu, Chairman of APCSC sincerely thanked Dr. Anthony Ko of OUHK of OUHK and panel of judges for their support, and took the opportunity to encourage all the participants to set world class standards and benchmark in their respective industries, borrow innovative ideas from cross industry leaders and presenters, and continue to pursuit excellence and inspire professionals both local and global.

Prof. Alan Au, Dean of Lee Shau Kee School of Business and Administration, The Open University of Hong Kong supported the Forum heartily, “Lee Shau Kee School of Business and Administration, The Open University of Hong Kong, is honored to have the opportunity of hosting this forum as it brings together the elites from a wide range of service industries, who strive to achieve excellence in service delivery, customer experience management and customer relationship building. This forum truly showcases the endeavours of the services sector in

innovating various aspects of their business to exceed customers' expectations, and enhance sustainable growth and competitiveness. We congratulate you on your achievements in setting new standards for the industry you serve and wish this forum an enormous success.”

**Professor Fugee Tsung, Professor, Department of Industrial Engineering and Decision Analytics of The Hong Kong University of Science and Technology, and CRE Awards Panel of Judges** said, “I am honored to be one of the panel of judges of the CRE Awards, and the Customer Loyalty Award Forum greatly enhances service industry development by furthering customer knowledge and innovations. Delegates will benefit from the educational and collaborative knowledge sharing, which will help to further inform new discoveries for customer loyalty and repeat business. This forum offers an excellent chance to exchange leading edge insights on best practice in customer loyalty and build connections with other professionals from the industry sector. We hope this forum will prove to be an inspiring and truly transformative experience for all of you. We are also glad to announce the **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.”

**Mr. Olivier Njamfa, President & CEO, Eptica UK Ltd** in his presentation “*Voice of the Customer programmes: how to get ready for a new area of customer intelligence that delivers*” shared, “Whatever your industry, customer experience (CX) is the key differentiator and vital for gaining greater loyalty, higher revenues, strong brand reputation & new customers. To deliver a superior CX it is crucial to know what customers expect, what they think about your brand, and why they behave in certain ways across the customer journey. But how are firms managing this today? We will unveil and delve into the results of the 2018 ‘*Analysing the Voice of the Customer*’ survey undertaken by Eptica and share ideas and practices to help you deliver actionable insights to improve CX and stay ahead of customer expectations.”

**Mr. Henry Chan, General Manager, Tai Pan Laundry & Dry Cleaning Services, Ltd** in his presentation “*How Industry 4.0 contributes to Customer Satisfaction?*” shared, “Laundry industry gives the impression of old-fashion and ageing industry. Innovation is not just applied for boosting a better efficiency. Leading an innovation on the business model to this traditional but necessity industry is the priority task in the digital era. We can now expand our business beyond service aspect, not bounded by physical constraints. Service isn't a commodity. Customer satisfaction and loyalty will always win out in the end. It's time for a new model which reflects new reality.”

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be held in **Hong Kong on Nov 26-30, Shenzhen on Nov 19-22 and Taipei on Nov 12-15 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.

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](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 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 [www.apcsc.com/creaward/index.asp](http://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](http://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 2019 June 20-21 [www.apcsc.com/cresummit](http://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 Awards 2019, June 20-21**

[www.apcsc.com/expo/index.asp](http://www.apcsc.com/expo/index.asp) [www.apcsc.com/expo/expo\\_awards.asp](http://www.apcsc.com/expo/expo_awards.asp)

- **Big Data, Mobile, Social & Cloud**
- **CRM, contact center, BPO, eCom & Artificial Intelligence**

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** CRE Innovation Expo Awards 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.