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**Artificial Intelligent and Human Customer Service, Sales and Marketing  
APCSC & IBM held CRE & CSQS Roundtable &  
Launched 17<sup>th</sup> International CRE Awards & HK CRE Index Research Consortium**

Singapore – December 6, 2018 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with IBM Singapore Pte Ltd. The CRE & CSQS Roundtable with the theme of “Artificial Intelligent and Human Customer Service, Sales and Marketing” has attracted C-level executives and directors from cross industries including information technology, e-commerce, insurance, 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 Service Quality in order to elevate Service Standard in the industry.

After the warm welcome speech from Mr. Jason Chu, Chairman, APCSC, and Ms. Eloise Tan, IBM Server Solution Sales, IBM 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: Artificial Intelligent and Human Customer Service, Sales and Marketing*
- Mr. George Makriyiannis, Founder & Managing Director, Omen Pte Ltd  
*Topic: Data Connections: Bridge Silos to Achieve a True Customer 360*
- Ms. Anne Phey, Director and Industry Leader, IBM Systems Asia Pacific, IBM Singapore Pte Ltd
- Ms. Eloise Tan, IBM Server Solution Sales, IBM Singapore Pte Ltd
- Mr. Gilbert Thomas, Technical Lead for Cognitive Systems for Singapore, IBM Singapore Pte Ltd  
*Topic: Infuse AI into your enterprise*
- Mr. Anders Nordahl, CEO, Transformation and Innovation Pte Ltd
- Ms. Wong Mei Wai, Founder & Chief Change Catalyst, APAC Global Advisory



Mr. Jason Chu, Chairman of APCSC in his presentation “Artificial Intelligent and Human Customer Service, Sales and Marketing” 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-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 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 IBM 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!”

After **Ms. Eloise Tan, IBM Server Solution Sales, IBM Singapore Pte Ltd** welcomed the delegates, **Mr. Gilbert Thomas, Technical Lead for Cognitive Systems for Singapore, IBM Singapore Pte Ltd** in his presentation “*Infuse AI into your enterprise*” shared what AI is and why it has garnered so much interest recently. Gilbert also provided some of the applications of AI in retail and customer engagement and also the key technologies IBM provides to enterprises to deploy them.

**Mr. George Makriyiannis, Founder & Managing Director, Omen Pte Ltd** in his presentation “*Data Connections: Bridge Silos to Achieve a True Customer 360*” shared, “Customer 360 is a holistic, real time view of individual customers across all products, systems, devices, and interaction channels in order to deliver a consistent, personalized, context specific and relevant experience. Modern enterprises need to have a full, 360-view of their customers drive their bottom line. This requires the integration of data from a variety of different sources through enterprise master data management (MDM). Our presentation focuses on how Graph Database technologies can enable enterprises aiming to become data-driven organizations take master data management to a new level.”

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Programs in **2018** will be held in **Hong Kong on Jan 14-17, Shenzhen on Jan 8-11, Kuala Lumpur on Jan 22-25 and Taipei on Feb 19-22 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.

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**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 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 Expo Organizing Committee.**

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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](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CRE Awards, QQ : 2303712688, WeChat: APCSC\_CRE.