

FOR IMMEDIATE RELEASE

**Customer Engagement, Big Data, CX Digital Leadership amidst Covid-19
APCSC & HKUST held International CXO Forum
Embark the HK CRE Index Research Consortium & 18th Int'l CRE Awards**

Hong Kong, China – September 17, 2020 – Asia Pacific Customer Service Consortium (APCSC) held the Hong Kong International CXO Forum together with The Hong Kong University of Science and Technology (HKUST). The CXO Forum with the theme of “Customer Engagement, Big Data, CX Digital Leadership amidst Covid-19” has attracted C-level executives and directors from cross industries including insurance, information technology, retail, e-commerce, and financial sectors from Asia Pacific Region 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 Chair Professor Fugee Tsung, Dept. of Industrial Engineering & Decision Analytics, HKUST**, 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: Customer Engagement, Big Data, CX Digital Leadership amidst Covid-19
- **Prof. Fugee Tsung, Chair Professor, Department of Industrial Engineering and Decision Analytics, The Hong Kong University of Science and Technology**
Topic: The Big-Data Driven Customer Satisfaction Index with Text Mining and Data Fusion
- **Prof. Lei Chen, Dept. of Computer Science & Engineering and Director of HKUST Big Data Institute**
Topic: Continuous Online Text Mining: from Human-in-the-loop to Human-out-of-the-loop
- **Rajeev Chib, APAC COO Investor Sales, Citi HK**
Topic: The role technology has played in Banking during COVID19 and the future of the workforce
- **Prof. Dr. Meiji Fong, Director - APAC Global Intelligence Strategist of Madison Global Assets Management, Sun Yat-Sen University**
Topic: New Normal and Beyond

Mr. Jason Chu, Chairman of APCSC in his presentation “**Customer Engagement, Big Data, CX Digital Leadership amidst Covid-19**” welcomed the delegates and shared, “At the beginning of 2020, the sudden new crown pneumonia epidemic brought great challenges and impacts to the traditional customer service model of enterprises. In the face of rapid changes in the external environment, the original service model has been unable to meet the needs of customers, and many companies are unable to carry out normal operations at all, leading to the risk of recession or even closure. It is urgent to change the traditional service model. However, the epidemic also provides the best opportunity for service upgrade and innovation. During this special period of fighting the epidemic, many companies adjusted their traditional service models in a timely manner, actively adopted new technologies, combined online and offline, and effectively improved service processes, so as to provide customers with better services and broadening their thinking for continued operations.”

Chair Professor Fugee Tsung, Dept. of Industrial Engineering & Decision Analytics, HKUST in his presentation “**The Big-Data Driven Customer Satisfaction Index with Text Mining and Data Fusion**” shared, “We are working on Big-Data-driven and Digital-Transformed Customer Satisfaction in Hong Kong, and our research focuses on providing: a holistic picture of the general service performance in Hong Kong that reveal significant gaps that require attention and support; a near-real-time assessment and prediction of the service quality excellence and business health for each important sector/individual company; and valuable information to help upgrade the service industry in Hong Kong.”

Prof. Lei Chen, Department of Computer Science & Engineering and Director, HKUST Big Data Institute in his presentation “**Continuous Online Text Mining: from Human-in-the-loop to Human-out-of-the-loop**” pointed out, “Online text data is being generated continuously. Analysing these new data involves not only periodically executed algorithms, but also certain human resource. Then an important question is: How much human power can we save from this for other creative tasks? In this talk, we take a specific mining task as an example, and explain what techniques can be used to save human power. We also describe some open problems that are worth investigation at the end.”

Mr. Rajeev Chib, APAC COO Investor sales, Citi HK in his presentation “**The role technology has played in Banking during COVID19 and the future of the workforce**” shared, “The growing application of Digital Transformation including Artificial Intelligence, Robotics and Machine Learning will have consequences on the way we work and the full extent of which is difficult to predict especially in this post-COVID world. The impact would be potential job losses or transformation, ongoing regulatory requirements, skills reskilling, workforce inequalities and data privacy considerations.”

Prof. Dr. Meiji Fong, Director - APAC Global Intelligence Strategist of Madison Global Assets Management, Sun Yat-Sen University in his presentation “**New Normal and Beyond**” shared, “In the evolving fifth Industrial revolutions or technology being integrated into various sectors of industry known as the Industry 5.0 companies have evolved with various clientele specific data from consumer behaviors, consumer spending and even to sovereign application of digital currency. In exploration of the new business organizations and products to services, the presentation examines new present products and services and the future of economies and civilization itself as we enter into a Type 1 Civilization and Industry 6.0 and beyond.”

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Programs in **2020** will be held online *on December 14-17*. 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 innovative technologies 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 17.0** will be used in this CCSM training.

Through the International **CXO Forum** and **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 2020 November 13 <https://www.apcsc.com/upcoming-summit-v2>

➤ **Game Changers: CX Digital Leadership, 5G, CRE Index, Big Data, A.IoT Ecosystem**

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 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 2020 November 13

<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.