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The First Hong Kong Customer Relationship Excellence Index - Awards & Recognitions
Elevating Competitiveness & Accelerating Int'l Brand Ecosystem

Hong Kong, China –2021 May 7 -- **Asia Pacific Customer Service Consortium (APCSC)** recently announced launching the first **"Hong Kong Customer Relationship Excellence Index Awards" (HKCREI Awards)** on top of **the Int'l Customer Relationship Excellence (CRE) Awards** based on the relevant customer research data.

In Europe, America and advanced Asian countries, including Japan, South Korea and Singapore, sound int'l customer satisfaction indices (CSI) have been established. As an int'l hub of finance, commerce, trade, and tourism, Hong Kong lacks an independent and sound CSI platform for consumers to provide independent, objective feedbacks, and reference for CSat and loyalty, so as to predict the reliability, credibility, and key indicators of future business and financial performance of public firms.

APCSC partnering with the Hong Kong University of Science & Technology (**HKUST**) together have launched the first **HKCRE Index**. **The Index** is the first of its kind utilizing the state-of-the art big data technologies, data fusion techniques and Human-in-the-loop (HITL) integration to help shape the future HK corporate brand landscape, int'l benchmarking standards and leading indicators for industries. HKCREI is supported by HKSAR Government's Hong Kong Innovation and Technology Fund (**ITF**).

Based on the HKCREI research, APCSC is launching the "**HKCREI Awards and Recognition**" programs; inviting industries and firms involved in the market research to participate, which will help improve the firms' customer satisfaction, loyalty, business performance, competitiveness and profitability. Participating firms can also obtain the analysis report of **The Index** research, and can combine their own research needs with the next phase of the HKCREI research. The research utilize big data customer feedback to provide more comprehensive in-depth analysis reports and new insights for major industries in Hong Kong, which will effectively help improve CSat and promoter scores in major industries, and further enhance HK's position as a hub for international finance, commerce, trade, and tourism.

Mr. Jason Chu, Chairman of APCSC, thanked **HKUST** for providing advanced technical and research support, and welcomed all business leaders to participate in the "**HK CRE Index Awards**" and share the research results. He pointed out: "Like all mature western economies, HK is also facing similar challenges of a slowing economic growth. With more diverse social, political, complex business environments, many market leaders are making tremendous investments building in-house business intelligence capabilities in collecting VOC, social listening and monitoring through AI, Big Data, IoT, and Omni-channel platform. As a new game changer, the HKCRE Index Awards will help HK accelerate, surpass and integrate the Greater Bay Area to become a leading int'l brand ecosystem."

The HKCREI is an advanced CSI with much comprehensive int'l standard framework that can capture the characteristics of consumers; in the big data era, the most advanced computing technologies are used to support research analysis; the report evaluation is more accurate, targeting the satisfaction of consumers in HK covering a large number of customer comments, online data from different social media platforms, service industries and analysis of many leading firms reports. Integrate the big data of customers and user reviews on the Internet and social media to excavate more customer opinions, evaluations, complaints, recommendations and various needs. The market research feedbacks were used for inspection and calibration suggestions. Sentiment analysis was carried out on online big data. The research uses data fusion methods to improve, perfect and integrate big data from different sources, so as to build a big data platform with integrated clean and non-redundant data, and constantly update and develop an online platform for data crawling and text mining.

The Index current research results include online data processing methods, online questionnaire designed for various industries, including int'l indicators such as NPS, customer loyalty, satisfaction, value, and price tolerance. The research has collected thousands of valid questionnaire responses, including service performance data for **18 industries in 2020 and the first quarter of 2021**. These 18 industries include **banking, insurance, securities trading services, credit cards, mobile communications, broadband, pay TV, e-Commerce, package delivery, online food ordering and delivery, cafe, fast food restaurants, railways, buses, attractions, shopping malls, supermarkets, pharmacies** and so on.

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Asia Pacific Customer Service Consortium (APCSC)   https://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 leadership in int'l cities across regions. Through the **Customer Relationship Excellence Awards**, **APCSC promotes Customer Relationship Excellence as a core business value** in int'l cities across regions and to recognize government bodies, firms, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.