



FOR IMMEDIATE RELEASE

**Hong Kong & Asia Pacific Customer Service Consortium Announce Winners of the
~ The Most Important International Awards of its Kind ~
《 HKCSC & APCSC 27th Anniversary 》
22ND International Customer Relationship Excellence Awards
and
2ND International Greater Bay Area CRE Innovation Leadership Awards**

Hong Kong, China – November 12th, 2024 – At the **2024 International CRE Awards Ceremony, Hong Kong & Asia Pacific Customer Service Consortium (HK & AP CSC, The Consortium)** have announced the **Winners** for the **22nd International Customer Relationship Excellence Awards (CRE Awards)** and **2nd International Greater Bay Area CRE Innovation Leadership Awards**. They are selected through a comprehensive balanced score card of self-assessment benchmarking, business case presentations, mystery calls, CSQS site assessment by the judging panel based on the **International Customer Service Quality Standard (CSQS)**, and a final round of judging by a panel of CRE experts. **The goal of the CRE Awards** is to promote service quality and Customer Relationship Excellence in international cities across regions and to recognize governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. **The International Greater Bay Area CRE Innovation Leadership Awards** aim to accelerate, expand, and integrate win-win opportunities for Hong Kong business and the economic growth of the Greater Bay Area.

Mr. Jason Chu, Chairman of the Hong Kong and Asia Pacific Customer Service Consortium said, “On behalf of the **Hong Kong and Asia Pacific Customer Service Consortium**, I would like to thank the government officials of the Hong Kong Special Administrative Region, members and friends of the international CRE Leader community for their congratulatory messages of our 27th Anniversary. Thank you for your long-term support, encouragement, and congratulations! We would also like to thank our award presenters: **Professor Francis Law, Chairman of International Dispute Resolution and Risk Management Institute, Dr. Bowen Wong, Vice President of The Life Underwriters Association of Hong Kong, Dr. Frankie Lam, Chairman of Hong Kong Quality Management Association and Mr. Mike Mi, Director of China Council for International Investment Promotion.**

Chairman Chu expressed, “Ladies and gentlemen, welcome to the 22nd International Customer Relationship Excellence Awards and 2nd International Greater Bay Area CRE Innovation Leadership Awards Ceremony! Today, we recognize our individuals and teams who go above and beyond to ensure our customers feel valued and appreciated. In a world that is constantly changing, where expectations are ever evolving. It is the commitment to nurture these relationships that sets us apart from the competition. We have witnessed remarkable stories of dedication, innovation, and resilience. From personalized service to proactive problem-solving, our nominees have exemplified what it means to prioritize the customer experience. They have not only met expectations but have exceeded them, turning challenges into opportunities and customers into lifelong advocates. All of you play a vital role in this journey, and together, we are shaping a culture that places the customer at the heart of everything we do. As we move forward, let us be inspired by the stories we’ll hear, the achievements we’ll recognize, and the relationships we’ll continue to build. Because at the end of the day, it is our relationships - both with our customers and each other - that define our success. Thank you for being here, and let’s celebrate the remarkable contributions of our customer relationship champions!

Mr. Suen Kwok Lam SBS, BBS, MH, JP, Henderson Land Development Executive Director said, “Henderson Land Group Property Management Department (Hang Yick and Well Born) has been putting continuous efforts for innovations and improvements to have achieved Best Use of Technology of the Year (Property Management) and Corporate Social Responsibility Leadership of the Year (Property Management) presented by the Asia Pacific Customer Service Consortium. These achievements have fully manifested our commitment and dedication to strive for excellence in providing premium property management services. These achievements not only served as proof of customers’ recognition, but also a great encouragement to motivate us to attain even better performance. Looking forward, Henderson Land Group (Property Management Department) will continue with our management philosophy ‘Interactive Services for Quality Management’ to achieve even more with our team members. On the other hand, APCSC has been keeping up with the market trends to motivate corporates to develop in different aspects, which should also be highly recognized and respected.”

Mr. Raymond Choi, General Manager (Customer Services), HK Electric said, “For more than 130 years, HK Electric has been leading the way in providing reliable and affordable electricity to customers on Hong Kong Island and Lamma Island. Our world-class record of safety, reliability and service excellence is a great pride for us.

Receiving the 'Public Service of the Year (Public Utility)' award for 16 consecutive years, along with eight other individual accolades from the APCSC CRE Awards, is a recognition of our dedication to quality and going beyond customer expectations. Guided by our core value of 'Pursuit of Excellence,' we will continue to maintain the highest standards customer service and experience."

Mr. Andy Chiang, Senior Vice President and Managing Director, DHL Express Hong Kong and Macau said, "Our Insanely Customer Centric Culture is a fundamental core value that drives our brand strength. This award validates our unwavering commitment to delivering exceptional logistics solutions and enabling global trade in a rapidly changing supply chain landscape. We deeply appreciate our employees who prioritize customer satisfaction and consistently uphold our promise of 'Excellence, Simply Delivered.' This recognition is a testament to their hard work and dedication to service excellence."

Mr. Shen Hong Fei, Marketing General Manager, China Telecom Global Ltd. said, "It is a distinct honor to receive the Award of Customer Satisfaction Quality System of the Year for twelve consecutive years and individual service Awards from APCSC. CTG has always taken customer first" as our core concept. We are committed to continuously meeting and exceeding customer expectations and creating greater value for customers through continuous innovation and service optimization. We believe that only by deeply understanding and responding to customer needs can we win trust and support in a highly competitive market. At the same time, we continue to pursue excellence to ensure that our products and services can bring tangible benefits to customers and help them succeed on the road to digital transformation."

Ms. Sally Wan, Chief Executive Officer, AXA Greater China said, "Receiving 12 CRE Awards from APCSC this year is a tremendous honour for AXA. These awards are a powerful testament to our commitment to 'Putting Customer First'. We are dedicated to enriching customer experiences and fostering ongoing product innovation by actively engaging with our customers and leveraging technology and digital transformation. Additionally, we ensure that we deliver professional service and exceptional solutions in everything we do."

Ms. Liv Lan, General Manager, Customer Service, China Mobile Hong Kong Company Limited said, "China Mobile Hong Kong is honored to participate in the Customer Relationship Excellence Awards organized by the Asia Pacific Customer Service Consortium for the second year and was awarded 6 team and individual awards, that fully recognize our efforts. In the future, we will keep the customer-centric philosophy, serving our customers from 'our heart', and committed to providing customers with efficient, high-quality and excellent customer experience."

Mr. Suen Kwok Lam SBS, BBS, MH, JP, Henderson Land Development Executive Director said, "Henderson Land Group (Property Management Department) – H-Privilege Limited has been putting continuous efforts for innovations and improvements to have achieved Best Customer Experience Management of the Year (Property Management) presented by the Asia Pacific Customer Service Consortium. This achievement has fully manifested our commitment and dedication to strive for excellence in providing premium property management services. This achievement not only served as proof of customers' recognition, but also a great encouragement to motivate us to attain even better performance. Looking forward, Henderson Land Group (Property Management Department) will continue with our management philosophy 'Interactive Services for Quality Management' to achieve even more with our team members. On the other hand, APCSC has been keeping up with the market trends to motivate corporates to develop in different aspects, which should also be highly recognized and respected."

Mr. Li Yan, Chief Executive Officer, Leiming Technology Company Limited said, "I am honored to announce that Leiming Technology Company Limited has been recognized with the "Best Customer Experience Management of the Year" award and the "CRM Director of the Year" award for Ms. Wu Hao Yue at the recent awards ceremony. These accolades are not only a testament to our relentless efforts in customer engagement but also a reflection of the strategic vision of our leadership.

Under Ms. Wu's expert guidance, we have significantly improved our customer relationship strategies, driving innovation and operational efficiency across our services. This recognition not only validates our efforts but also inspires us to further elevate our standards and deliver exceptional value to our clients.

I sincerely thank all who contributed to this achievement. Let us continue to work together to create a future of success and innovation."

Ms. Grace Ding, Head of Global Customer Support Centre, Trip.com said, "We are honoured to be awarded Contact Centre of the Year and Global Support Services of the Year awards at the CRE Awards. This recognition is a testament to our relentless emphasis on delivering world-class customer service and innovative solutions to travellers around the world. At Trip.com, we continuously invest in cutting-edge technology to enhance the customer experience and offer seamless support.

I want to extend my heartfelt thanks to our exceptional customer service teams, whose dedication has been instrumental in achieving this milestone. We will continue to elevate our offerings and ensure that every journey with Trip.com is memorable and stress-free."

Ms. Anne Tsoi, Head of HKT Teleservices, HKT said, “We're thrilled to have won the International Greater Bay Area CRE Innovation Leadership Award for using AI in Customer Service, thanks to the Asia Pacific Customer Service Consortium. This award shows our commitment to modernizing customer service with AI.

At HKT Teleservices, we focus on excellence, innovation, and customer satisfaction, putting us at the forefront of the industry. It's a result of our team's hard work in improving customer experiences.

Thanks to the Asia Pacific Customer Service Consortium for recognizing our efforts and promoting innovation. This award motivates us to keep pushing boundaries with AI for exceptional service.

Big thanks to our team, partners, and customers. Together, we're leading the way in shaping the future of top-notch customer service.”

Mr. Harvey Wong, Head of Retail and Telebet, The Hong Kong Jockey Club - Retail & Telebet Services said, “It is a great honour to have our colleagues from Retail & Telebet Services Department selected as winners of Contact Center of the Year, and other four individual awards. As the biggest customer forefront of the Hong Kong Jockey Club, Retail and Telebet continue to work hard to drive a comprehensive customer experience across multiple segments and channels.

2024 is a year full of challenges. We are proud to continue to uphold a high standard of wagering services that suit customer preference and convenience, and strive for service excellence and innovation in our service strategy that supports the Club's purpose of acting continuously for the betterment of our society.

Furthermore, we would like to take this opportunity to express our appreciation to APCSC for connecting with the industry and helping us achieve our customer service goals. We would like to express our utmost gratitude to our Management Team and all Retail and Telebet teammates. We look forward to another successful year ahead.”

Mr. Joseph Wai, Chairman of TP in China said, “TP in China has become a valued partner of the APCSC, and winning the ‘Best Call Center’ award is not only a testament to our business capabilities but also a recognition of our impact on the industry.

As a world-renowned business services company, TP continues to expand its global reach and industry presence. This growth drives us to pursue excellence, prioritize customer needs, enhance employee experiences, elevate our service quality, and optimize internal processes to face challenges more effectively, efficiently, and resiliently. Lastly, we extend our heartfelt gratitude to all the organizing committee members for their support and recognition.”

Ms. Kanako Ito, President and Representative Director, Customer Relation Telemarketing Co., Ltd said, “We are truly honored to receive this prestigious award in the CX category. This recognition is a testament to the dedication and passion of our entire team, who consistently strive to exceed client expectations. Our commitment to innovation and personalized service remains at the core of everything we do, ensuring that every interaction leaves a lasting positive impression. We will continue to evolve and enhance our customer experience strategy to meet the ever-changing needs of our valued clients. Thank you for this incredible honor.”

Mr. Ray Leung, Managing Director, BMW Hong Kong & Macau, BMW Concessionaires (HK) Ltd. said, “We are incredibly honoured to receive the CRE Innovation Leadership of the Year (Automotive) and Best Customer Experience Management of the Year (Automotive) for 2024.

As a premium automotive brand in Hong Kong, BMW Concessionaires is dedicated to upholding superior standards of customer experience and prioritizing the well-being of our employees.

Our commitment to excellence is fuelled by the collective efforts of everyone involved in our interdepartmental collaboration. These efforts are supported by data-driven decisions derived from our customer feedback and research.

Moving forward, we remain steadfast in our mission to elevate our services and products, ensuring that every interaction with BMW Concessionaires exceeds expectations. Thank you for recognizing us. We pledge to continue our journey of excellence and innovation in the automotive industry.”

Miss Jacque Lim, Head of Customer Service APAC, TikTok E-Commerce said, “I am honoured to receive the International Customer Relationship Excellence Award for the category CRM Director of the Year 2024. I would like to take the opportunity to extend my appreciation and grateful thanks to the APCSC's organizing committee, esteemed panel of judges, my company TikTok, bosses, family, friends and colleagues for their tremendous guidance and support. I want to dedicate this award too to all amazing Customer Relationship professionals out there who are working extremely hard to curate the best Customer Experience for all the customers. Thank you for being agile, ever smiling and passionate in embracing through all changes in the Customer Service World and in going extra miles for the customers. You guys are the best superstar!”

Mr. Jeffrey Sim, Group CEO of SBS Transit said, “At SBS Transit, we are committed to making every journey a delight for our passengers. We are therefore very pleased that five of our employees - Rong Tai, Raquel, Danial, Shu Juan, and Lee Thin - have been recognised by the Asia Pacific Customer Service Consortium for being exemplary role models in the delivery of quality service. Their recognition is an affirmation that we are on the right track in developing our people to be intentional in delivering good service and this includes employing technology as an enabler. We hope that this will also inspire fellow colleagues to do their best by continuously providing delightful experiences for our customers - both internal and external ones.”

The 2024 International CRE Awards winners for different categories are:

Corporate Categories

CSQS Certified Customer Service Center Level III Strategic Business Unit of the Year 2024

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK & WELL BORN)

Corporate Social Responsibility Leadership of the Year 2024 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK & WELL BORN)

CRE Innovation Leadership of the Year 2024 (Automotive)

BMW CONCESSIONAIRES (HK) LIMITED

CRE Innovation Leadership of the Year 2024 (Outsourcing Service)

CUSTOMER RELATION TELEMARKETING CO., LTD

Innovative Technology of the Year 2024 (Mobile)

CHINA MOBILE HONG KONG COMPANY LIMITED

Global Support Services of the Year 2024 (Logistics)

DHL EXPRESS (HONG KONG) LIMITED

Global Support Services of the Year 2024 (Travel Service)

TRIP.COM

Employee Engagement Program of the Year 2024 (Insurance)

AXA HONG KONG & MACAU

Public Service of the Year 2024

THE HONGKONG ELECTRIC CO., LTD.

Best Customer Experience Management of the Year 2024 (Automotive)

BMW CONCESSIONAIRES (HK) LIMITED

Best Customer Experience Management of the Year 2024 (Outsourcing Service - Japan)

CUSTOMER RELATION TELEMARKETING CO., LTD

Best Customer Experience Management of the Year 2024 (Logistics)

DHL EXPRESS (HONG KONG) LIMITED

Best Customer Experience Management of the Year 2024 (Property Management)

HENDERSON LAND GROUP (PROPERTY MANAGEMENT DEPARTMENT) – H-PRIVILEGE LIMITED

Best Customer Experience Management of the Year 2024 (Outsourcing Service - China)

LEIMING TECHNOLOGY COMPANY LIMITED

Contact Center of the Year 2024 (Outsourcing Service – 5000 Seats)

TELEPERFORMANCE

Contact Center of the Year 2024 (Outsourcing Service – Under 4000 Seats)

CUSTOMER RELATION TELEMARKETING CO., LTD

Contact Center of the Year 2024 (Travel Service - Under 3000 Seats)

TRIP.COM

Contact Center of the Year 2024 (Entertainment - Under 500 Seats)

THE HONG KONG JOCKEY CLUB – TSUEN WAN TELEBET CENTRE

Contact Center of the Year 2024 (Mobile - Under 300 Seats)

CHINA MOBILE HONG KONG COMPANY LIMITED

Contact Center of the Year 2024 (Logistics - Under 300 Seats)

DHL EXPRESS (HONG KONG) LIMITED

Customer Relationship Marketing Service of the Year 2024 (Mobile)

CHINA MOBILE HONG KONG COMPANY LIMITED

Customer Satisfaction Quality System of the Year 2024 (Telecommunications)

CHINA TELECOM GLOBAL LIMITED

Customer Service Center of the Year 2024 (Telecommunications)

CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

People Development Program of the Year 2024 (Logistics)

DHL EXPRESS (HONG KONG) LIMITED

Best Use of Technology of the Year 2024 (Property Management)

HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK & WELL BORN)

Individual Categories

CRM Director of the Year 2024 (Outsourcing Service)

WU HAO YUE, LEIMING TECHNOLOGY COMPANY LIMITED

CRM Director of the Year 2024 (E-commerce)

JACQUE LIM SEOW KON, TIKTOK

CRM Manager of the Year 2024 (Mobile)
WALLUS CHAN WAI SHING, CHINA MOBILE HONG KONG COMPANY LIMITED

Project Manager of the Year 2024 (Mobile)
YAMMIE WAN SIN YEE , CHINA MOBILE HONG KONG COMPANY LIMITED

Project Manager of the Year 2024 (Network Communications)
FILLY ZHANG XUAN, CHINA TELECOM GLOBAL LIMITED

Customer Service Manager of the Year 2024 (Contact Center - Mobile)
RUBY SAM LAI TING, CHINA MOBILE HONG KONG COMPANY LIMITED

Customer Service Manager of the Year 2024 (Contact Center - Logistics)
SANDRA CHUNG WING SHAN, DHL EXPRESS (HONG KONG) LIMITED

Customer Service Manager of the Year 2024 (Contact Center - Entertainment)
BILL CHAN KWOK PIU, THE HONG KONG JOCKEY CLUB – RETAIL & TELEBET SERVICES

Customer Service Analyst of the Year 2024 (Service Center - Network Communications)
HUANG TIAN DAN, CHINA TELECOM GLOBAL LIMITED

Customer Service Supervisor of the Year 2024 (Contact Center - Insurance)
WILLIAM CHENG HONG KEI, AXA HONG KONG & MACAU

Customer Service Supervisor of the Year 2024 (Contact Center - Entertainment)
KARENA CHUNG KA WAI, THE HONG KONG JOCKEY CLUB – RETAIL & TELEBET SERVICES

Customer Service Team Leader of the Year 2024 (Contact Center - Insurance)
KAY LEE WAI KI, AXA HONG KONG & MACAU

Customer Service Team Leader of the Year 2024 (Contact Center - Entertainment)
GARY FAN CHUN WAI, THE HONG KONG JOCKEY CLUB – RETAIL & TELEBET SERVICES

Customer Service Team Leader of the Year 2024 (Contact Center - Public Utilities)
CHUNG HOK LAM, THE HONGKONG ELECTRIC CO., LTD.

Customer Service Team Leader of the Year 2024 (Service Center - Transportation)
CAI RONGTAI, SBS TRANSIT LTD

Customer Service Team Leader of the Year 2024 (T & D Center - Insurance)
LEMON LAM MAN YI, AXA HONG KONG & MACAU

Customer Service Professional of the Year 2024 (Contact Center - Insurance)
LANDY LEE PUI MAN, AXA HONG KONG & MACAU

Customer Service Professional of the Year 2024 (Contact Center - Network Communications)
GORDON LI JIA DONG, CHINA TELECOM GLOBAL CUSTOMER SERVICE CENTER

Customer Service Professional of the Year 2024 (Contact Center - Logistics)
LEO LAU CHUN BONG , DHL EXPRESS (HONG KONG) LIMITED

Customer Service Professional of the Year 2024 (Contact Center - Entertainment)
MAGGIE WONG YUK PING, THE HONG KONG JOCKEY CLUB – RETAIL & TELEBET SERVICES

Customer Service Professional of the Year 2024 (Contact Center - Public Utilities)
SHIRLEY TSANG SO LAI , THE HONGKONG ELECTRIC CO., LTD.

Customer Service Professional of the Year 2024 (Service Center - Transportation)
SANTOS RAQUEL REYES, SBS TRANSIT RAIL PTE LTD

Customer Service Professional of the Year 2024 (Service Center - Public Utilities)
DONALD NG KA YIP , THE HONGKONG ELECTRIC CO., LTD.

Customer Service Professional of the Year 2024 (Technical Center - Network Communications)
CALVIN DING JIE YU, CHINA TELECOM GLOBAL LIMITED

Customer Service Professional of the Year 2024 (Technical Center - Public Utilities)
NG CHE KIN, THE HONGKONG ELECTRIC CO., LTD.

Merit Certificate Project Manager of the Year 2024
EDITH LAM YUK WUN, CHINA TELECOM GLOBAL LIMITED

Merit Certificate Project Manager of the Year 2024
QIAO RUI, CHINA TELECOM GLOBAL LIMITED

Merit Certificate Customer Service Supervisor of the Year 2024 (Contact Center)
AXMAN NORKSON CHAN, AXA HONG KONG & MACAU

Merit Certificate Customer Service Supervisor of the Year 2024 (Contact Center)
RAYMOND KWONG KA LOK, AXA HONG KONG & MACAU

Merit Certificate Customer Service Team Leader of the Year 2024 (Service Center)
MUHAMMAD DANIAL HOLMBERG BIN MUHD ZULHILMI, SBS TRANSIT RAIL PTE LTD

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
CHERRY WAN KAM WA, AXA HONG KONG & MACAU

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
JANICE NG HOI WAN, AXA HONG KONG & MACAU

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
JEFF CHAU MAN KIT, AXA HONG KONG & MACAU

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
KRISTY LI KA KI, AXA HONG KONG & MACAU

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
STEVEN KONG SHING HIM, AXA HONG KONG & MACAU

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
KATIE CHAN KIT YEE, DHL EXPRESS (HONG KONG) LIMITED

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
SHERRY FUNG WAI CHING, DHL EXPRESS (HONG KONG) LIMITED

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
AGNES SZE HO KI , THE HONGKONG ELECTRIC CO., LTD.

Merit Certificate Customer Service Professional of the Year 2024 (Contact Center)
LIU KA HANG, THE HONGKONG ELECTRIC CO., LTD.

Merit Certificate Customer Service Professional of the Year 2024 (Service Center)
JIN SHUJUAN, SBS TRANSIT LTD

Merit Certificate Customer Service Professional of the Year 2024 (Service Center)
TAN LEE THIN, SBS TRANSIT LTD

Merit Certificate Customer Service Professional of the Year 2024 (Technical Center)
PETER CHEN GAO PENG, CHINA TELECOM GLOBAL LIMITED

Merit Certificate Customer Service Professional of the Year 2024 (Technical Center)
KELVIN TO TSUN KWAN , THE HONGKONG ELECTRIC CO., LTD.

Merit Certificate Customer Service Professional of the Year 2024 (Technical Center)
KO CHI WAH, THE HONGKONG ELECTRIC CO., LTD.

The 2024 International Greater Bay Area CRE Innovation Leadership Awards winners for different categories are:

Corporate Categories

Best Use of AI Customer Service Center of the Year 2024 (Teleservices)
HKT TELESERVICES INTERNATIONAL LIMITED

International CRE Awards Organizer:

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 governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

The Customer Service Quality Standard (CSQS)

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. 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. 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 corporate governance, efficiency, brand loyalty, and move ahead of the competition.

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