



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

1st joint CRE & CSQS Roundtable with Malaysian Hospital Group on Strategic Customer Relationship Excellence in the Changing Business World

Kuala Lumpur, Malaysia –August 12, 2011 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with Gleneagles Kuala Lumpur in Malaysia. The CRE & CSQS Roundtable, with the theme of **“Strategic Customer Relationship Excellence in the Changing Business World”**, has attracted doctors, experts and senior executives of Research, Consulting, CRM, Marketing Customer Service fields from different industries including healthcare, automotive, human capital management, in Malaysia on the strategic focus of CRE in sustainability and growth and opportunities of Social Media.

Mr. Amir Firdaus Abdullah, Regional CEO and CEO of Gleneagles Kuala Lumpur shared the journey of making a hospital as considerate as a 5-star hotel with CRM and customer employee engagement strategies and programs. Gleneagles Kuala Lumpur greatly impressed all the participants with her excellent customer engagement/experience services. Mr. Jason Chu, Chairman of APCSC, shared best practices and business case studies on Strategic Customer Relationship Excellence from China and Hong Kong. Mr. Chu concluded that building corporate social leadership, turning crisis into opportunity, making use of social media, innovation, CSQS compliance as well as building a CRE corporate culture were the key strategies for companies to maintain sustainable growth.

The following prestigious panelists also shared ideas about a wide range of topics and answering audience questions during the panel discussion:

- Mr. Amir Firdaus Abdullah, Regional CEO and CEO of Gleneagles Kuala Lumpur
- Mr. Anthony Raja Devadoss, Vice President, APAC for Outsourcing and Consulting Group
- Mr. Kym Wong, Founder and CEO, Raydar Research
- Ms. Shu-Tze Tan, Director, Consulting Solutions, Right Management

All the panelists and audience had insightful discussions on the topics about approaches to maintaining sustainable growth and creating business opportunity. Cases of past CRE Awards winners and successful Chinese/HK businesses were also analyzed for the study on strategic CRE Initiatives, as well as impact of social media on today’s business model, management style and corporate culture.

Asia Pacific Customer Service Consortium (www.apesc.com)

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “Customer Relationship Excellence 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 Asia Pacific Region 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. APCSC jointly offers the most recognized global certifications for CRM, Customer Service and Contact Center with global education partners and international membership organizations to set World-Wide Standards.

About Customer Relationship Excellence (CRE) Awards

The Customer Relationship Excellent (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 insights 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.

About Customer Service Quality Standard (CSQS)

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to customer centric service organizations and centers that excel in customer relationship excellence. CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apesc.com