

# CRE & CSQS 2013 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

## HK International CRE Innovation Expo Solutions

The Hong Kong International CRE & Innovation Expo Innovation Awards, launched in 2012 by APCSC, recognizes firms that have demonstrated innovative capability in solving business challenges with successful cases and cutting-edge management systems. Awards were presented at the Expo co-located with the Summit.



Taipei CRE & CSQS Roundtable in July 2012 hosted by Chunghwa Telecom Co., Ltd.



Kuala Lumpur CRE & CSQS Roundtable in August 2012 hosted by Tenaga Nasional Berhad.



Hong Kong CRE & CSQS Roundtable in October 2012 hosted by The Hongkong Electric Co., Ltd.



Shanghai CRE & CSQS Roundtable in October 2012 hosted by China Pacific Life Insurance Co., Ltd.



Taipei Customer Experience Innovation and Management Workshop in December 2012 hosted by Chunghwa Telecom Co., Ltd.



Hong Kong CRE & CSQS Roundtable in December 2012 hosted by QNet Ltd.



Qingdao CRE & CSQS Roundtable in January 2013 hosted by Haier Inc.



Shenzhen CRE & CSQS Roundtable in January 2013 hosted by Aeon Information Service (Shenzhen) Co., Ltd.



Taipei CRE & CSQS Roundtable in February 2013 hosted by Chinese Society for Quality.

### Expo Innovation Winners from America and Europe

This year, Interactive Intelligence Group from the USA and Tripolis Solutions from the Netherlands are the Expo Innovation Awards recipients for the Contact Centre Process Automatic System and Dynamic Direct Marketing Campaign respectively. Rachel Wentink, Senior Director of Strategic Initiatives for Interactive Intelligence said, "This award is a testament of our commitment to research and development in ensuring we continue to offer solutions that meet and exceed the needs of our customers throughout Asia, which include our innovative business process automation application, enable our customers."

### Innovation a Step Closer to the Future

In his overview of the fierce market in the AP region, Jason Chu, Chairman of APCSC pointed out that top firms

are always on the lookout for cross-leveraging measures; high-impact service innovation technologies to engage customers; and take action on feedback so as to improve their service for sustainable business growth and customer retention. Chu added that using innovative technologies that support and leverage on the digital, social and mobile trend has become a key factor.

Joost Nienhuis, CEO of Tripolis Solutions BV said, "With dynamic e-marketing the moment of opening or reading is decisive. It is an innovative and logical development that will bring the worldwide e-marketing business a step closer to the future. Winning this prestigious Expo Innovation Award not only shows the success of our long-term efforts in developing this innovative software, it also enables a new way of e-mailing for marketers worldwide: email 3.0."

## Thought Leadership from CRE & CSQS RT's

Over the years, in regularly hosting Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtables (RT's) across international cities, APCSC has established an effective, professional platform for firms to create an active dialogue and benchmark with other best practices across boarder,

### Social Media Impact Customer Service

In today's age of constant connectivity and instant solutions, the use of social media sites and their networking brethren, has revolutionized the way of doing business. Now, these powerful social channels are applied in PR, marketing, CRM and loyalty programs, customer service, crisis management, and more.

In initiating the trailblazing path, APCSC has, for years, organized the RT's in many cities, to bring into the limelight the critical development and relationship between customer service and social media impact and encourage firms to develop CRE strategies with modern and innovative customer service channels. "Customers around the globe are demanding 24/7 services and quick responses," said Chu. "Social media may well be the best asset for bolstering customer service anywhere, anytime."

### Social CRM Responding to Market Changes

In one of the many fruitful RT's held recently, in Jakarta, Mr. Becquini Akbar, AVP Customer Service of XL Axiata shared about the successful social media service

"XL Care" which has become a potential channel to deliver outstanding service experience and increase XL revenue to reach Indonesian customers by delivering outstanding experience through end-to-end process. He added, "XL Care has managed to fulfill the high customer expectation from Indonesians by providing quick problem solving, effective educational information, and strategic collaboration with various stakeholders, namely universities, bloggers, journalists, and communities."

While in Bangkok, the issue of Social CRM was the center of discussion. Jaiporn Srisakul, Managing Director of Advanced Contact Center encouraged all, "The Bangkok RT offers a unique opportunity for all of us here to share experience and expertise about Customer Service and CRM including Social CRM. ACC aims to provide customers with a world class experience beyond their expectations and believe everyone can do as well."

### Strategic Public Crisis Management

Delegates concurred on the powerful influence that opinion leaders wield on social networking sites. As well, they also sounded the warning that ignoring customer complaints could turn quickly into a public relations crisis. Chu pointed out, "CRE leaders should have developed the discipline to always take customer complaint as a mechanism to improve their products or services, and furthermore, as an opportunity to strengthen customer loyalty," he advised.

## Develop Professionalism as Employers of Choice

One of the hot topics in the 2-day event is investing in staff to give firms the winning edge. "With increasing channels and competitions, customers are more selective with professional pre and post sales services and customer experience across channels," said Mr. Chu. "Investment in people development, training and certification is the cornerstone for employers of choice to nurture their employees and customers."

### Service Excellence for People Site Certification

The People Site Certification (PSC) recognizes customer service centers' eminent contributions. Firms awarded with PSC have over 90% of their Customer Service and Contact Center staff certified under APCSC's Global Certification programs. The 5 leading firms that garnered the PSC this year well equipping their employees with CRE performance:

- GIA Hong Kong Laboratory Ltd.
- International Herald Tribune
- Mead Johnson Nutrition (Hong Kong) Ltd.
- Nexusguard Ltd.
- Quality HealthCare Medical Services Ltd. (QHMS)

Paul Li, Executive Director of QHMS said, "The credit really goes to our 24-hour medical call center which acts as the first point of customer contact, handling thousands of calls and email enquires a month. We are committed to allocating more resources to empower our staff for all-round service excellence."

### Search for the best standard from the CSQS guidelines

When many firms are struggling to achieve excellence, CSQS provide them with a structured roadmap to this end. "CSQS is essentially the fundamental reference to the CRE Awards standard that characterizes world-class services," added Chu.

Among the many certified training programs APCSC offers, the 4-day Certificate in Customer Service Management (CCSM) covers both the basic and advanced topics in 17 chapters on CRM, KM, CEM, IT, people and performance management, and more.

### Mini MBA to exceed future customer demands

The CCSM also covers in-depth CSQS knowledge and auditing tools to help attendees become an internal CSQS auditor. The intensive program is similar to a Mini MBA program that helps raise the awareness and knowledge of the latest advances in terms of technology as well as management best practices. It also requires project managers to attend before taking part in the CRE Awards competition.

With the inclusion of the latest research and case studies, the program is designed to help senior leaders solve business challenges and increase revenue, while boosting employee job satisfaction and sense of belonging. "We certainly expect these certified professionals to make a positive impact in the markets and customers they serve," added Chu.



Bangkok CRE & CSQS Roundtable in March 2013 hosted by Advanced Info Service Plc.



Singapore CRE & CSQS Roundtable in March 2013 hosted by DHL Express (Singapore) Pte Ltd.



Jakarta CRE & CSQS Roundtable in March 2013 hosted by PT XL Axiata, Tbk.



Guangzhou CRE & CSQS Roundtable in March 2013 hosted by AIA Company Limited Guangdong Provincial Branch.



Kuala Lumpur CRE & CSQS Roundtable in April 2013 hosted by Dragonfire Corporate Solutions Sdn Bhd & Emerging Journey Asia Sdn Bhd.



Singapore CRE & CSQS Roundtable in April 2013 hosted by Land Transport Authority.



Kunming CRE & CSQS Roundtable in April 2013 hosted by China Pacific Life Insurance Co., Ltd.



Shenzhen CRE & CSQS Roundtable in April 2013 hosted by Hui Cheng Commercial Service Development Co., Ltd.



Shanghai CRE & CSQS Roundtable in April 2013 hosted by DHL-Sinotrans International Air Courier Ltd.



Group Photo of Certificate in Customer Service Management (CCSM) Training in September from senior management of PT XL Axiata (Indonesia), Advanced Contact Center (Thailand), Companhia de Electricidade de Macau, MetLife, Continuous Technologies, DHL Express Hong Kong, HP, Global Payments

5 Market Leaders Awarded with People Site Certification from APCSC. The awardees are (left to right): International Herald Tribune, Mead Johnson Nutrition (Hong Kong) Ltd., Quality HealthCare Medical Services Ltd., Nexusguard Ltd., and GIA Hong Kong Laboratory Ltd.

