

International CRE & CSQS Leadership Summit 2017 & Hong Kong International CRE Innovation Expo



2017 Customer Relationship Excellence Awards Official Launch 2017 International CRE Awards Dinner Ceremony



International Customer Relationship Excellence Awards Winner Group Photo with Mr. Jason Chu, Chairman of APSCSC at 2017 International CRE Awards Dinner Ceremony

Celebrate 20-Year CRE Leadership & 15-Year CRE Awards

International CRE Awards has come to the 15th year milestone with a new record of 69 CRE Corporate Awards and 60 great individual awarded on June 16 in Hong Kong...

where business leaders from cross countries & industries can share good practices in putting customers as the top priority and providing innovative solutions to meet their needs.

Customers Focus on Relationship & Experience

In Asia, customers focus on relationship & experience. That's why key insurance and banking players like AIA China & Malaysia, AXA Hong Kong, Citi, DBS Bank, Manulife Singapore & Cambodia, Prudential, etc., are driving relationship and experience excellence...

Congratulations on APSCSC 20th Anniversary

Taking part for the first time, Manulife Cambodia received two grand awards on Customer Engagement Program and CSR Leadership of the Year. Their CEO & GM, Robert Elliott, also extended his most sincere congratulations to APSCSC...

Outstanding Achievement was garnered by Far EastTone Telecommunications from Taiwan. Their President, Ms. Yvonne Li, was very proud to receive the highest honor...

Innovative Technology & Service Model

All winners have demonstrated impressive CRE Leadership, including innovative service model, processes, campaigns and technologies to improve service level and customer experience aggressively...

Brand Commitment: Closing the Distance

On top of 6 grand prizes, the overall grand prize, The CRE -

International CRE Awards Judging Panel



Message from Mr. Jason Chu, Chairman of APSCSC

On behalf of APSCSC and the international supporting organizations, I congratulate you for making to the finals of the CRE World Cup. Tonight, at the 15th International CRE Awards Ceremony, we have hit another new record number of 69 CRE Corporate Awards...

CRE Leadership is a Customer Centric Journey! CRE Entrepreneurs aggressively identify customer pain points and remove them through innovative solutions. CRE Leaders invest in innovative ideas and technologies and achieve supreme customer experience loyalty...

CRE Leadership is a Relationship Journey! CRE Leaders build trust, fulfill the promises, foster teamwork, and build a profound and deepening trusting relationship with our customers and employees...

CRE Leadership is an Everlasting Journey! CRE Leaders listen, understand and advocate for customers relentlessly, continuously invest in sustainable development of professionals, employee empowerment and customer engagement...

Tonight, we witness together the success of our dedication and achievements, celebrate together and build stronger momentum impetus into the future CRE vision and aspirations in this competitive and disruptive customer experience economy...

Table listing 2016 International CRE Awards Corporate Winners across various categories like Outstanding Achievement, CSR Leadership, etc.

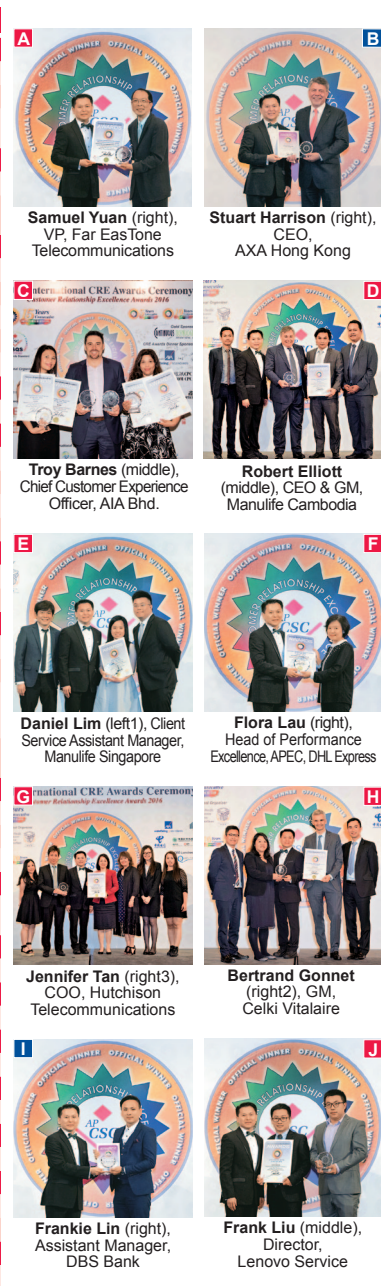


Table listing 2016 International CRE Awards Individual Winners across categories like CEO of the Year, CRM Director, etc.

Overview of CRE Awards 2017 Process timeline table with dates for application, assessment, and ceremony.

CRE Leadership is an Everlasting Journey! Contact information for APSCSC including website, phone, and social media links.

## International CRE &amp; CSQS Leadership Summit 2017 &amp; Hong Kong International CRE Innovation Expo

## Hang Lung Properties "Go the Extra Mile" for Customer Relationship Excellence!



Janet Poon (10th from right), General Manager - Human Resources of Hang Lung Properties leads the team to receive Corporate Employer of the Year certificate and trophy and 5 Consecutive Year of Participation certificate from Jason Chu, Chairman of AP CSCS

For the fifth consecutive year, Hang Lung Properties Limited is the proud recipient of honors in the International Customer Relationship Excellence (CRE) Awards, this year gaining titles for *Corporate Employer of the Year*, *Corporate Social Responsibility Leadership of the Year*, *Employee Engagement Program of the Year*, *Best Use of Technology of the Year*, *Best Use of Knowledge Management, and People Development Program of the Year*. Janet Poon, General Manager - Human Resources of Hang Lung Properties, says, "We are delighted to receive these awards for five consecutive years. This achievement is not only a strong recognition of the excellence of our service, it also testifies that we have reached an important milestone in our operations and have achieved further progress this year."

#### Change is the Opportunity to Innovate

Hang Lung firmly believes that "change" gives the Company the opportunity to innovate and improve. Poon points out that not only are customers' expectations changing all the time, different customers have different needs and a variety of requirements for receiving timely information. So it is very important for us to listen to the voices of customers and develop CRE strategies for both tenants and consumers. Given that WeChat is popular in the Mainland, Hang Lung makes use of Wechat platform to provide a comprehensive array of information services, customer surveys and loyalty rewards to further engage with our



The Company is setting up a Customer Engagement Survey to measure levels of customer interest and involvement and to identify key factors affecting customer satisfaction.



The Hang Lung Social Club organizes an extensive array of activities skillfully designed to cater to a full spectrum of the staff's needs and interests.

customers and enhance customer experiences.

#### Customer Service and Brand Strategy

Hang Lung believes that the key to excellent service is putting the benefits and requirements of the customer first and combining customer service with our brand strategy. Poon says, "When customers are shopping, they have full access to our services, which give opportunities to showcase Hang Lung's proactive service to customers. Impressing our customers with our service is conducive to building and elevating our brand."

#### "We Do It Right" in People Development

Living up fully to our business philosophy of "We Do It Right", Hang Lung sees each staff member as a valuable asset. Therefore the Company dedicates considerable resources to employee training and development programs. This policy is not only beneficial to the individual career development of the staff but also essential for the sustainable development of the Company. Academy 66, the Learning & Development Department of Hang Lung, was established in 2012 based on the International CSQS Model. Edward Lo, Senior Manager - Learning & Development of Hang Lung Properties, says, "By implementing the CSQS model, we are able to systematize and optimize our training function, promote the corporate culture and values, and remain competitive in the labor market."

An extensive array of customer service campaigns have been successfully launched in the past few years. They include the Star Service Campaign, Customer Service Training Program Module 1-4, and the Uniform Project, which aligns the grooming standards in Hong Kong with those in Mainland properties. In addition to reviewing and analyzing annual training needs, trainers are eager to listen to the voices of employees. Evaluations and suggestions are collected after every training session in order to enable continuous upgrades of the programs. All programs adopt consistent standards and reviews in both Hong Kong and mainland China. "Our staff know that our training programs are in compliance with international standards, and the training they achieve is well recognized and useful for their career," Poon emphasizes.

#### Corporate Employer of the Year

In addition to training and development, Hang Lung has a strong focus on engaging with employees and being a preferred employer. To create a sense of belonging, Hang Lung invited a top fashion designer to create and customize the uniforms that the employees are most comfortable to wear in different job functions and in different

seasons, and also to create a professional brand image. Hang Lung also pays close attention to work-life balance for staff. It also organizes a host of activities to strengthen cross-department communication in order to build relationships among colleagues. These activities are diversified, including forming a dragon boat team, a football team, setting up a photography club, and also organizing environmental activities that enhance family relationships and protect the environment.



Hang Lung Properties launched the Emerald Award to pay tribute to the unparalleled performance of frontline staff members in customer service, motivating colleagues to "Go the Extra Mile" in providing superb service.

#### Emerald Award Excellent Case Sharing

The Emerald Award scheme established by Hang Lung aims at recognizing outstanding employees. Every year, hundreds of staff compete for this award based on their "Go the Extra Mile" service experience. Lo emphasizes that the Award promotes the "Go the Extra Mile" culture and recognizes outstanding customer service staff in both Hong Kong and China. The top winners will be invited to share their personal experiences and service insights, and to make a video to showcase their stories in Hong Kong.

Poon also shares about one of the top winners' cases which demonstrates excellence in problem solving, innovation, initiative and accountability: A single elderly person was not feeling well at home, so his friend helped him to call the security center, but only left a short message that the sick person was in unit 6 on certain floor. Reacting to the



Janet Poon (right), General Manager - Human Resources, and Edward Lo, Senior Manager - Learning & Development of Hang Lung Properties

emergency, the security staff member immediately went to the unit but could not find the sick person there. So he went through the residents list, and finally succeeded with the help of firemen in finding the person needing help.

#### Learn, Exchange & Share Best Practices

Poon says, "We were under great pressure when going through the CRE Awards assessment, but the experience has been positive for us in many ways. It has helped us to unify our customer focus efforts across different departments. Firstly, the awards provide us with a great opportunity to exchange and learn. APCSC is an authoritative organization and well recognized in the service industry. The CRE Awards attract participants from different industries and provide a platform to learn the latest trends and strategies in the customer service industry."

She adds that all market leaders have different strategies for success, but they find it difficult to exchange openly with one another about them. Every year APCSC organizes many roundtables in the Asia-Pacific region. Hang Lung treats these events as precious opportunities to exchange views with other market leaders. It is valuable that APCSC provides such a professional platform for organizations like us so that we can share best practices and marketing trends.



The Hang Lung Social Club held the Hang Lung LOHAS Day at Tai Tong Holiday Camp, enabling colleagues and their family to enjoy a happy outing together in the countryside as well as to learn more about the importance of environmental sustainability.

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## Healthcare Leaders Invest in People

Three leading healthcare firms, Celki VitaAire, Mead Johnson Nutrition (Hong Kong) Ltd. (MJN) and Quality HealthCare Medical Services Ltd. (QHMS), have been awarded the People Site Certification (PSC) from APCSC. The PSC is an accreditation for firms that invest in professional development with over 90% of their service center staff certified under APCSC's Global Certification program.

Mr. Jason Chu, Chairman of APCSC congratulated these healthcare leaders and shared, "Successful development, empowerment and engagement of employees are fundamental to CRE customer experience, and will directly impact the execution and delivery of values and services."

### Commitment in People & Quality

As a market leader in medical call center, the first point of customer contact is our top priority, Ms. Elaine Chu, COO of QHMS continued, "This is the recognition of our commitment to providing top quality customer service. We commit to deliver quality customer services to our clients so as to



Celki VitaAire, Mead Johnson and Quality HealthCare Medical Services Ltd., received People Site Certificate and Trophy.

achieve future success in meeting customer's needs." Ms. Ruthia Wong, VP & GM of MJN expressed, "We are honored to receive The People Site Certification from APCSC once again, and will continue to demonstrate our commitment in people development and customer-centric services." Mr. Alfred Tang, Director of Service, Celki VitaAire emphasised, "These awards have reassured our commitment in delivering customer centric service and recognition of the effort from our colleagues to improving the 'Quality of Life' of our customers."



CSQS on-site Assessment – DHL Express South Africa accompanied by John Lucas, Managing Director (right).



CSQS on-site Assessment – Customer Service Center of Far EastOne Telecommunications accompanied by Sam Yuan, Manager, Channel Management (left 1).



CSQS on-site Assessment – Customer Service Center of DHL Express South Africa.



CSQS on-site Assessment – helmet recipients of Manulife (Cambodia) PLC.

## Expo Innovation Awarded to CX Lab!

The CRE Innovation Expo and the Expo Innovation Awards recognize innovative products and services that help to support their customers with successful business cases further strengthen their corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region.

### Omnichannel Customer Experience Win!

Mr. Jason Chu, Chairman of APCSC stated, "Through the Hong Kong International CRE Innovation Expo, CRE innovation and consumer mobile O2O integration have become the driving force for business transformation and market leadership. Congratulations to Teleperformance China for their innovation towards customer experience lab and omnichannel solutions winning the HK International Expo CRE Innovation Awards!"

Mr. Joseph Wai, CEO of Teleperformance China said, "We are honored to receive 2017 HK International CRE & Innovation Expo Awards for CRE Innovative Customer Experience Lab Outsourcing Services! We have always seeking to provide innovative and better customer service to our client."



Veronique Liu (right), Operation Director of Teleperformance China received The Expo Innovation Awards Certificate and Trophy.



Hong Kong CRE & CSQS Roundtable in 15 March 2016 hosted by HKU SPACE Executive Academy.



Singapore CRE & CSQS Roundtable in 16 August 2016 hosted by DHL Express (Singapore) Pte Ltd.



Shanghai CRE & CSQS Roundtable in 23 August 2016 hosted by Hang Lung Properties Limited.



Hong Kong CRE & CSQS Roundtable in 17 November 2016 hosted by HK Jockey Club.



Guangzhou CRE & CSQS Roundtable in 25 October 2016 hosted by China Telecom 21CN.



Taipei CRE & CSQS Roundtable in 13 December 2016 hosted by Far EastOne Telecommunications.



Beijing CRE & CSQS Roundtable in 14 March 2017 hosted by Lenovo Services.



Kuala Lumpur CRE & CSQS Roundtable in 30 March 2017 hosted by AIA Bhd..



Qingdao CRE & CSQS Roundtable in 5 May 2017 hosted by Haier Overseas Electric Appliances Corp. Ltd.



Phnom Penh CRE & CSQS Roundtable in 12 May 2017 hosted by Manulife Cambodia.



Shenzhen CRE & CSQS Roundtable in 24 May 2017 hosted by China Telecom Shenzhen Branch.

## CSQS Leaders Uplift Service Leadership

The International Customer Service Quality Standard, CSQS, developed by APCSC and the Hong Kong University, HKU Research Team, has integrated the Balanced Scorecard Management System, customer experience, lifecycle management, employee engagement, and best practices of CRE Awards winners to set world class benchmark. This year's CSQS site certificates were awarded to Henderson Land Group Property Management Department (Hang Yick, Well Born & H-Privilege), Hang Lung Properties, Celki VitaAire, and Nexusguard for their excellent achievements with The CSQS. Achieving CSQS Level 1, Ms. Vanessa Chen, Chief Strategy Officer of Nexusguard said, "This is the fifth consecutive year that Nexusguard has scooped the CSQS Award. The recognition is a testimony of Nex-

guard's service philosophy to provide customers with caring, attentive and very personable services."

### Excel & Optimize to be Competitive

Achieving CSQS Level 2, Mr. Alfred Tang, Director of Service, Celki VitaAire said, "As a new comer, the whole process had been a challenging one but rewarding. The CSQS has given us a solid structure to assess our service organization and enable us to prioritize our effort to excel in our service level in this dynamic market." Mr. Chu stressed, "The certified CSQS leaders have uplifted their service leadership in innovation, customer experience management, employee engagement, and process improvement integration efforts through the CSQS



Henderson Land Group Property Management Department (Hang Yick, Well Born and H-Privilege, Hang Lung Properties, Celki VitaAire and Nexusguard received CSQS Certificate and Trophy.

improvement projects and the Certificate in Customer Service Management (CCSM)."

Honored to achieve CSQS Level 3 again this year, Mr. Edward Lo, Manager (Learning & Development) of Hang Lung Properties stressed, "By implementing CSQS model, we are able to systemize and optimize our training function, promote corporate culture and values, and remain competitive in the labour market."



International CRE & CSQS Leadership Summit CEO Luncheon Day 1



International CRE & CSQS Leadership Summit CEO Luncheon Day 2



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AXA  
No.1  
Global  
Insurance  
Company

[axa.com.hk](http://axa.com.hk)

\*Source: A.M. Best World's Largest Insurance Companies (Based on 2015 non-banking assets)

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AXA's Customer Centric Strategy creates Transformational Success



Stuart Harrison (9th from left in the 1st row), CEO of AXA Hong Kong; Andy Clachers (10th from right in the 2nd row), COO, and Sudesh Thevasenabathy, Head of Customer Experience lead the team to win 9 Corporate categories and 8 Individual categories at 2017 International CRE Awards Dinner Ceremony

The world is changing, and customers are becoming more knowledgeable in who they pick and what they buy. Advancements in technology are enabling customers to engage insurers differently, and organizations must adapt quickly to these trends. AXA Hong Kong (AXA) is proud that customer centricity is the key component of their organizational vision cascaded from the top, and everyone in the organization is aligned to the same direction.

**Customer centricity corporate vision**

“Today’s customers can far more easily compare and switch between providers. Customer centricity and excellence in customer relationship are the key differentiators in such keen competition and requires consultative and collaborative guidance and support throughout the customer journey,” says Mr. Stuart Harrison, CEO of AXA Hong Kong, also the winner for the top individual award, *CEO of the Year*. He emphasizes that customer centricity is an important focus for the entire organisation, and to support this, they have a dedicated team whose primary responsibility is to actively listen to customers’ feedback and comments, and to develop programmes and initiatives to improve customer experience as well as employee engagement. All lines of business also ensure customer experience is embedded in all their initiatives and day to day activities.

**New record wins for AXA**

Winning a total of 17 CRE Awards with 9 corporate categories and 8 individual categories, AXA Hong Kong has made a new record not only for themselves in the third year of participation, but also for the International CRE Awards organizer, APCSC. Mr. Sudesh Thevasenabathy, Head of Customer Experience of AXA Hong Kong, also the winner for *CRM Director of the Year*

says “It was amazing to be able to be recognised and receiving a record number of accolades by a renowned customer service organisation. It truly showcases our ambition and goal to strive to become the most customer centric insurer in Hong Kong. These Awards truly acknowledge that we are on the right track to achieving our vision.”

The 9 corporate awards include *Corporate Social Responsibility Leadership of the Year (Insurance – North Asia)*, *Corporate Employer of the Year (Insurance)*, *Best Internet+ of the Year (Insurance)*, *Best Customer Experience Management of the Year (Insurance – North Asia)*, *Best Social Media Program of the Year (Insurance)*, *Customer Relationship Marketing Service of the Year (Insurance)*, *Customer Satisfaction Quality System of this year (Insurance)*, *Best Use of Technology of the Year (Insurance)*, and *Innovative Technology of the Year (Insurance)*.

**From traditional to transformational**

As customers’ expectations continue to rise, AXA also has to continuously change and adapt as well. The insurance industry is always known to be traditional in the way they run their operations and provide services. Providing a differentiated customer experience and service quality is a key to leading and being customer centric.

As an organisation, AXA has many large scale transformation programmes looking to improve and introduce new experiences for the customers. AXA’s digital and innovation teams continue to work with startups and explore new technologies, as well as introduce new experiences for their customers.

Listening to customers is an important step ensuring AXA continue to improve. Through research, surveys and utilisation of big data, AXA is able to gain valuable insights into their customers’

needs in order to improve customer experience. They are always in a search for innovation and delivering new solutions to empower people to live a better life. One recent example would be the Xtra by AXA health coaching app which was released to help people reach fitness goals aided by trained fitness instructors.

**Provide differentiated experiences**

But even if technology changes, the need for service and support will always be there – be it face to face or even speaking to someone on the phone. The special aspects in engaging and developing Customer Service Professionals is empathy. AXA Hong Kong firmly believes that empathy is the most important attribute that any customer service professional should have. Mr. Thevasenabathy says, “We are in the business of helping people, and our service professionals need to be empathetic and understanding the needs of our customers to provide the right level of support. They must also be equipped with the right knowledge and access to multiple systems to be able to truly provide a differentiated experience.”

**Inspiration for new approach**

He continues, “Striving year on year to win these awards pushes AXA harder in our pursuit of excellent customer experience. APCSC programs help understanding best practice across different industries, seeing new technologies and emerging trends. These all help to equip AXA to better serve our customers.”

Mr. Harrison adds, “The APCSC and CRE Awards are excellent platforms to share and engage with best practice in relation to CRE and customer experience. Taking a view across different industries and countries within the region helps give inspiration for a new approach to customer relationship excellence.”



Stuart Harrison (right), CEO of AXA Hong Kong received CEO of the Year certificate and trophy from Jason Chu, Chairman of APCSC



Sudesh Thevasenabathy (right), Head of Customer Experience of AXA Hong Kong received CRM Director of the Year certificate and trophy from Jason Chu, Chairman of APCSC

# International CRE & CSQS Leadership Summit 2017 & Hong Kong International CRE Innovation Expo



## CEO Luncheon & CXO Forums 2017 International CRE Awards Dinner Ceremony

Pre-event Supplement



## Big Data Innovate Customer Experience, Discover Customer Loyalty CRE Index



Customer Relationship Excellence Awards Winner Group Photo at International CRE Awards Dinner Ceremony 2016.

Asia Pacific Customer Service Consortium (APCSC) is organizing the **15th International CRE (Customer Relationship Excellence) and CSQS (Customer Service Quality Standard) Leadership Summit on June 15-16** with the theme of **“Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index”** to uplift the level of customer experience, service standard, and enhance CRE Leadership in APEC.

### Spark new ideas & business models

“With participants coming from countries around the world, the two-day Summit will spark new ideas to deploy new technologies, like big data, biometrics, etc., to discover new opportunities and transform existing business models,” says **Mr. Jason Chu, Chairman of APCSC**. “Identifying customer loyalty factors and motivations to refer is critical to improve business performance.”

Keynote speakers including CEO's and CXO's from overseas firms including **Manulife Cambodia, Telstra Australia, HDI Japan, AIA Malaysia, Far EasTone Taiwan, Lenovo Services Beijing** and **Haier Qingdao**, together with local market leaders like **AXA, BCT, Celki, DHL, Hongkong Electric, etc** will address latest trend of biometrics in omnichannel customer service, and leadership

on innovative customer experience, big data, social media strategies, internet+, and CSR leadership, customer engagement in different Asian cultures.

### Celebrate success & CRE brand

The two-day content rich summit will finish with the climax, the grand **International CRE Awards Ceremony** dinner, gathering regional leaders from around the globe, celebrating their customer success and CRE corporate brand on different CRE achievements, i.e., Employer of the Year, CSR Leadership, Best Customer Experience, Contact Center, Technology & Innovation, and other corporate and individual categories including CEO of the Year and frontline Professionals.

### CSQS set world class benchmark

The International Customer Service Quality Standard, CSQS was developed by APCSC, jointly with the Hong Kong University, HKU Researchers. It has integrated the Balanced Scorecard, 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.

### Expo solutions for future

The **6th Hong Kong International CRE & Innovation Expo** is concurrently held together and focuses on the theme of **Digital, Social, Mobile, Big Data & Cloud; CRM, contact center, BPO, eCom & Security**. International keynote speakers will share their respective innovations utilizing big data, bio authentication, omnichannel integration and benchmarking to innovate and offer more personalized and convenient customer experience at the **CXO Forum** where the **Expo Innovation Awards** winner will also be announced.

In view of the new global economy with growing eCommerce, mobile O2O, social network customer behavior trend, **Chu** advises, “Leveraging on the successful business cases and best practices from the Summit and Expo, we believe the future business infrastructure through cloud computing and big data will help firms capture customer preferences and loyalty factors, improve product portfolio, and generate higher profit.”



Mead Johnson Nutrition (Hong Kong) Ltd. and Quality HealthCare Medical Services Limited received the People Site Certification and trophy.

### CRE & CSQS Leadership Summit 2017

#### June 15 Morning Session

#### Develop Future Competitive Edge in the Omnichannel Age

**Jason Chu**, Chairman, Asia Pacific Customer Service Consortium  
**Sudesh Thevasenabathy**, Head of Customer Experience, AXA Hong Kong  
**Sasha Agafonoff**, Principal Consultant, North Asia, Nuance Communications  
**Troy Barnes**, Chief Customer Experience Officer, AIA Bhd.

#### June 15 Afternoon Session

#### Expo Innovation Awards Presentation

#### Big Data and Social Media Strategies for Sustainable Growth

**Clement Lo**, Chief Information Officer, BCT Group  
**Sunny Cheng**, Director, Head of Financial Controlling, DHL Express (Hong Kong) Limited  
**Grace Zhao**, CEO, Grand Media

#### June 16 Morning Session

#### Internet+ and Innovation to Uplift Loyalty

**Mukesh Pilania**, Asia Regional Head - Transversal Customer Experience, AXA Asia  
**Daisy He**, Senior Manager-Consumer Service Management & Engagement, Lenovo Services, Beijing, China  
**Wang Yan**, Overseas Service Director, Haier Electrical Appliances Corp. Ltd, Qingdao, China

#### June 16 Afternoon Session

#### Effective Service Delivery and Innovative Solutions for Mass Public

**Samuel Yuan**, Vice President - Channel Operation Management and Convergence Product Far EasTone Telecommunications Co., Ltd  
**S.T. Chan**, Senior Manager (Customer Supplies), The Hongkong Electric Co., Ltd.  
**Tatsumi Yamashita**, CEO, Help Desk Institute - Japan

#### June 15 CEO Luncheon Forum & People Site Certification Presentation

#### Asian Service Culture and Customer Experience Innovation

**Jason Chu**, Chairman, Asia Pacific Customer Service Consortium  
**Michelle Shiers**, Chief Customer Service Officer, Telstra International Limited

#### June 16 CEO Luncheon Forum & CSQS Certification Presentation

#### CRE Leadership and CSR Engagement Benchmarking Best Practices

**Robert Elliott**, CEO & General Manager, Manulife (Cambodia) Plc.  
**Bertrand Gonnet**, General Manager, Celki VitalAire

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Asia Pacific Customer Service Consortium

### Customer centricity & CRE are defining factors to business success



Today's customers can far more easily compare and switch between providers Customer Relationship Excellence (CRE) is the key differentiator in such keen competition and requires consultative and collaborative guidance and support throughout the customer journey. We develop and engage our service professionals to be fast, easy and clear, treating our customers fairly and addressing their requests, and focus on relevance and empathy to ensure providing holistic service with genuine care for our customers.

Customer centricity and CRE are defining factors to business success. Anticipating customers' needs and desires and responding quickly and seamlessly to any changing needs of customers means knowing our customers and addressing their needs before they act. Changing from internal focus to external, creating an environment for staff to serve customers better, and listening to our customers through research, surveys and utilization of big data, we have gained insights into our customers' needs and able to improve our customers' experience journey.

Technology disruption is impacting the insurance industry. In AXA, we are always in a search for innovating and delivering new solutions to empower people to live a better life. The newly released Xtra by AXA health coaching app was released to help people reach fitness goals aided by trained fitness instructors, and to improve customer experience. The APCSC and CRE Awards are excellent platforms to share and engage with best practice across different industries and countries within the region, and give inspiration for a new approach to customer relationship excellence.

Stuart Harrison, Chief Executive Officer, AXA Hong Kong

### Customer-oriented and continue to strive for excellence



As the property management industry is people-oriented, excellent communication with our stakeholders is the most important element in maintaining excellent service. We always take the initiative to be one step ahead in finding and understanding our customers' needs through friendly, intimate, frank and fair interactive services. Our professional team will uphold our commitment and mission: “customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

As customer expectations continue to rise, we recruit talented and provide on-job training, career development, job rotation, education sponsorship for industry related degrees and graduate programs. Apart from professional knowledge and skills, our frontline staff also require highly developed EQ to deal with different customers under different situations. Regular emotional health courses strengthen our frontline staff's awareness. Our annual royal concierge program aims to provide quality and premium property management services for our customers.

With low unemployment rate in Hong Kong, high staff turnover rate and lack of human resources are the main challenges in the property management industry. In the internet era of mobile information technology, we introduced mobile apps for customer convenience, self-service and facilities management to stay in tune with the market trend.

Participating in the CRE Awards and CSQS programs by APCSC can broaden our horizon, elevate our standards, and serve as great encouragement and motivate us to attain even better performance.

Suen Kwok Lam, BBS, MH, JP, Executive Director, Henderson Land Development Co. Ltd.

### Closing the Distance! Innovate with 360° quality service



As a leader of Taiwan's telecommunications service industry, we cherish the value and spirit of our brand commitment: Closing the Distance! Never once have we stopped to understand and meet the needs of our customers as we persist to provide customers with 360-degree comprehensive quality service.

As a pioneer, we emphasize local features and diversified needs by introducing trendy, boutique, and outlet stores as well as the “Futuristic flagship store” that integrates “cloud, future, digital, innovation, experience” elements, 4G technology digital contents, and social interaction. To provide consistent satisfactory service when opening a store, we have established ISO29990 to standardize and evaluate our service quality, and develop our staff further through curriculums on service, operation, sales and product for service excellence.

As the telecom market saturates, customer retention is essential. Offering one stop service both online and offline is a key differentiator for customers to feel the same quality and experience. We work with 3rd parties to conduct mystery shoppers program and customer satisfaction surveys semiannually; further refine our service management systems; and nurture positive thinking and value for great service to maintain consistent retail frontline proficiency.

APCSC puts up a tremendous effort to organize various programs to elevate service quality through best practices sharing and learning cross industry. As our performance excel each year, our belief also strengthens in better services, continuously innovate, and be better than before. Our goal is not only to be satisfied by our customers but also to be liked and cherished.

Yvonne Li, President, Far EasTone Telecommunications Co., Ltd.

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