

Int'l CRE & CSQS Leadership Summit 2018 Int'l CRE Awards Ceremony & HK Int'l CRE InnoExpo Awards



H.K.S.A.R. Secretary for Commerce and Economic Development Bureau Edward Yau, GBS, JP

香港顧客服務協會二十周年誌慶
裕展
業獸
興樹
商範



In the past 20 years, APSCS together with our members have witnessed the success of our dedication and achievements, celebrated and built stronger momentum impetus into the future 20-year CRE vision and aspirations in the competitive and disruptive customer experience economy. On behalf of APSCS & CRE Awards organizing committee, I invite all CRE Leaders who advocate customers to be customer centric and enhance CSQS international benchmark to explore global consumer market, engage and inspire future leaders to promote CRE iconic brands!

Jason Chu
Chairman APSCS



Congratulation to APSCS on her 20th Anniversary! Int'l CRE Awards has been widely recognized by industries after years of application and promotion in Asia Pacific. It recognized the market leaders to showcase their success and best practices. Through CRE Awards assessment, firms could learn key successful factors from the Int'l CSQS framework and best practice to further enhance service quality, maintain a leading position. It becomes the most important milestones and achievement for all service leaders to pursue. HDI-Japan wishes APSCS every success in the future and promote CRE globally.

Tatum Yamashita
CEO, HDI-Japan



Congratulation to APSCS for her 20th Anniversary! We had a memorable time for our HKU researchers developing Customer Service Quality Standard (CSQS) with APSCS in 1998. We are glad to see CSQS become the most comprehensive certification dedicated to a robust customer centric world class service framework awarded to organizations that excel in CRE. We anticipate APSCS to work with all market leaders and lead the industries to achieve new milestone.

Prof. George Huang
Industrial & Manufacturing Systems Engineering
The University of Hong Kong



As a Professor at HKUST & the CRE Awards Judging Panel, I give my heartfelt congratulation to APSCS's 20th Anniversary! So glad to witness the growth and transformation of all CRE Awards winners with APSCS offering an excellent platform to exchange cutting edge insights on best practice in customer loyalty, and enhancing collaboration among industry professionals. We hope APSCS and CRE Awards continue to provide an inspiring and truly innovative experience for all of you.

Prof. Fugee Tsung
Dept. of Industrial Eng & Logistics Mgt
The Hong Kong University of Science and Technology



Congratulations on the 20th Anniversary of APSCS! We are excited to see APSCS's endeavor in promoting customer relationship excellence which shares the same belief with our motto - empowering people to live better lives. AXA Hong Kong is honored to receive 19 CRE awards this year, which is a strong testament of our commitment in bringing innovation to enrich customer experience, as well as the trust from APSCS, the industry and customers. We are looking forward to partnering with APSCS and the industry in achieving a new-high in customer relationship.

Etienne Bouas-Laurent
Chief Executive Officer AXA Hong Kong



At RHB Singapore, we believe in delivering exemplary customer experience, and we are committed to providing consistent and remarkable service to our customers. We are extremely honoured to be a recipient of the CRE Awards - being conferred the APSCS award is a timely reminder for us to uphold our existing service standard, and serve to encourage us to do even better. We would like to extend a hearty congratulation to APSCS for celebrating its 20th year anniversary!

Mike Chan
CEO & Country Head, RHB Singapore



Congratulations to APSCS on its 20th Anniversary! For decades, APSCS keeps driving the service industry for better customer service with an invaluable platform for insights and experience sharing. Over the years, HK Electric has supported the CRE Awards of APSCS. This year, we are honored to have won the "Public Service of the Year" Award again for 10 consecutive years. We believe that while we journey on in our pursuit for excellence, APSCS will continue making important contributions to the industry with even higher standards.

Raymond Choi
GM (Customer Service), HK Electric



Congratulation to APSCS on its 20th Anniversary! Achieving 20 years is no mean feat indeed and APSCS's relentless zeal in driving customer service to newer heights in the Asia Pacific region is highly commendable. We are delighted to celebrate this milestone with you as we share the common goal of delivering quality service to those whom we serve - our commuters on both our bus and train services in Singapore - every day, every trip and on all journeys.

Gan Juay Kiat, CEO
SBS Transit Ltd



We are honored to receive the CRE Awards at the 20th anniversary of APSCS. As the most influential customer service agency in the Asia-Pacific with 20-year dedication to improve service standards, APSCS has built a best practice, service innovation exchange platform, facilitated international businesses from cross sectors effectively to continuously improve industry service systems. I would like to offer my most sincere best wishes to APSCS cordially!

Wang Yan, Overseas Service Director
Haier Oversea Electric Appliances Corp. Ltd



We are delighted to our success supported by CRE Awards, CCSM training and Int'l CRE & CSQS Leadership Summit held by APSCS. On this blissful and charming day of APSCS 20th anniversary. May APSCS continue the journey of success with pride, happiness and many more years of success!

Jaiporn Srisakul, Managing Director
Advanced Contact Center Co., Ltd.



Consortium has been tireless in promoting service excellence across the Asia Pacific region. McDonald's Hong Kong shall continue to uphold our "Customer-obsessed" core value and provide quality service to all customers.

Randy Lai, CEO
McDonald's Hong Kong



We sincerely congratulate APSCS for its 20th anniversary. Customer service is an important part of the company's sustainable genes. APSCS is constantly cultivating in the field of customer relations. We are honored to receive CSR Leadership of the Year, Citi will continue to practice commitment and care for the environment, social and corporate governance sustainable progress.

April Pan, Director of Country Corporate Affairs
Citibank Taiwan Ltd.



Quality HealthCare is honored to be awarded the People Site Certification by APSCS for 14 consecutive years. This serves as a recognition of our efforts and commitment to provide top quality customer service, and is a motivation for us to extend our endeavor to exceed customer expectations. I wish to congratulate APSCS for its 20th Anniversary and every success in the future!

Elaine Chu, General Manager
Quality HealthCare Medical Services Ltd.



Henderson Land Group Property Management Department (Hang Yick, Well Born and H-Privilege) with CSQS Certification Distinction, has achieved various kinds of Awards presented by the APSCS over the past years. This year, Well Born has received the CRE Awards for 16 consecutive years. This is a solid recognition and affirmation for our professional services. I wish APSCS many more years of success!

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



Congratulation to the 20th Anniversary of APSCS! Customer Service is key to the success of a firm. We have witnessed the strong effort of APSCS in facilitating excellent practice of customer service amongst firms. The new generation is different in their customer behavior and new ways of customer engagement are needed to cope with the trend. In Canon, "Delighting You Always" is always our guiding principle in serving customers.

Philip Chan, Director and General Manager of Business Imaging Solution & Production Printing Group
Canon Hongkong



APSCS has been playing a unique role for the last two decades, in line with hallmarks of professionalism, accessibility and quality. You have crafted a winning platform from which to promote CRE and represent a source of encouragement and strength for corporations wishing to contribute to their customers' success. CSL Mobile is delighted to congratulate APSCS on this, your 20th anniversary.

Bruce Lam, Chief Marketing Office
CSL Mobile Limited



Mead Johnson Nutrition has been supporting Hong Kong families since the 1960s, providing science-based pediatric nutrition products and professional consumer services. We are very glad to have received The People Site Certification from APSCS for 10 consecutive years since 2009. On APSCS's 20th birthday, we would like to wish her greater achievements in promoting service quality and customer relationship excellence in the future!

Pankaj Agarwal, General Manager
Hong Kong & Taiwan, Mead Johnson Nutrition



On behalf of Manulife Cambodia, I would like to extend our sincere congratulations to APSCS on marking the 20th anniversary of successful journey in recognizing and promoting best practices of CRE among various companies and industries around the world. It's a great honour for us to have received CRE Awards for two consecutive years, and we will continue to put customers at the center of everything we do. I wish APSCS many more years of success!

Robert Elliott, CEO & GM
Manulife Cambodia



I would like to express my best wishes to APSCS on their 20th Anniversary! Throughout this long period much change has occurred within the customer service industry. However, APSCS continues to offer a relevant and valuable platform, uniting customer service professionals and fostering an environment to share best practices. I am very grateful to APSCS for providing this platform and look forward to your successful future.

Joseph Wai, CEO, Teleperformance China



On the occasion of the 20th anniversary of APSCS, Shenzhen Gas has won 4 Int'l CRE Awards. This is an affirmation and encouragement for our service and achievements. Through organizing the CRE Awards, APSCS promotes the CSQS, builds a platform for experience sharing in the service industry, and promotes the continuous improvement of the service industry. On behalf of Shenzhen Gas, I would like to wish APSCS success and prosperity.

Zhang Xiaodong
President of Shenzhen Gas Corporation Ltd.



Continuous Technologies International (CTINT) is honoured to have been awarded the CRE Innovation Expo Award and will continue to deliver excellence in all aspects of customer experience. I would like to extend my heartfelt congratulations to the 20th anniversary of APSCS. I wish APSCS many more years of success!

Ian Wong, Chief Executive Officer
Continuous Technologies International Ltd



Firstly, congratulations to APSCS for celebrating its 20th Anniversary - this is 20 years of providing one of the best platforms for industry leaders to share knowledge and to recognize excellence in customer service. We are extremely honoured to have received the awards this year as we believe that this is a strong affirmation that we are delivering best-in-class customer relationship excellence.

Nizam Md Agil, Vice President of Customer Service
DHL Express (Singapore)



On behalf of AIA China, I would like to extend my warmest congratulations and best wishes to APSCS in its 20th anniversary. Your CRE Leadership and service quality focus highly fit our corporate culture of "Customers first, Integrity matters, Aim high, Care for people, Never stop innovating". It has been a great honor for AIA China to receive the CRE Awards for six consecutive years. I wish APSCS a great success in the future.

Leo Zhang
COO, AIA China



On this blissful day of 20th anniversary of APSCS, we would like to extend our most heartfelt congratulations to APSCS's glorious achievements in 20 years. Being recognized with the CRE Awards is a great encouragement to our team. We wish APSCS strive continuously for CRE Leadership and look forward to strengthening closer partnership with APSCS in future.

Li Qing, Vice President, Marketing
China Telecom Global Limited

20th Anniversary Thanksgiving! Celebrate CRE Leadership & Iconic Brands

Founded in 1998, HK & Asia Pacific Customer Service Consortium (HKCSC & APSCS) have persisted in elevating CRE Leadership internationally across regions for 20 years. With many CRE winning firms, members, and partners, through dozens of Int'l Roundtables & CXO Forums each year, APSCS has set footprints all over Asia Pacific, EU, America, Australia and even South Africa. Over 2 decades, the Consortium has made tremendous contributions to the promotion of world class CRE benchmarks, brands and leadership, and int'l innovation sharing platform.

Int'l CRE Leadership & Brands Celebrated

The 16th Int'l CRE & CSQS Leadership Summit on June 14-15 with the theme of "Big Data, InnoTech, A.I. Accelerate Sharing & Experience Economy" and "The Belt and Road International Strategic Develop Opportunities & Challenges" uplifted the level of customer experience, service standard, and enhance CRE Leadership in APEC. The two-day content rich summit finished with the climax, the 16th International CRE Awards Ceremony dinner, together with the 20th Anniversary of HK & APSCS, gathering regional innovation leaders from around the globe, celebrating their customer success and the making of iconic CRE corporate brands building on tremendous CRE achievements

APSCS Global Excellence Framework

The CRE Awards & Leadership Summit have received a large number of enquiries and applications from firms and individuals internationally every year. APSCS insists on the most scientific international assessment standard, the CSQS. Like the EFQM Excellence Model & Award in EU and The Malcolm Baldrige National Quality Award in the USA, the CSQS and CRE Awards provide a world-class enterprise standard in the APEC region, providing strategic and best practices for CRE sustainability and corporate governance. "As the judging standard for the CRE Awards, CSQS has set up a world-class CRE Leadership excellence model to promote enterprise transformation into a customer centric SBU and strengthen its CRE strategy," Chu points out.

Tokyo Best-in-Class CRE Benchmark

APSCS organized the Int'l Best-in-Class CRE Benchmark & Exchange Program to Tokyo in Oct 2017 with partner HDI-Japan. APSCS delegation visited market leaders, including FXSC and NTT global contact center. The delegation also visited the flagship stores of Nissan global headquarters, Softbank, UNIQLO, Sony, Citizen, Nikon, etc., to carry out mystery shopping experience and learn latest industry CX best practices. APSCS Chairman Jason Chu was also invited to give keynote on "Innovative CRE Services Development in Asia Pacific" exchanging insights and future trends with Japanese leaders.



International CRE & CSQS Leadership Summit CEO Luncheon Day 1



International CRE & CSQS Leadership Summit CEO Luncheon Day 2



Tokyo Study Trip Visit - Fuji Xerox Service Creative accompanied by Masami Koide, General Manager, Customer Contact Center (right3).

2018 Int'l CRE & CSQS Leadership Summit

Day 1: Develop Future New Retail Experience & Competitive Edge in the Omnichannel Age

Sudesh Thevasenabathy, Head of Customer Care Management, AXA Hong Kong
Bradly Moore, Senior Director, Sales Operations, Genesys
Mukesh Pilania, MD & CEO, Yantrik, Malaysia

Day 2: Internet+ Sharing & Experience Economy to Engage Brand Loyalty

Jit Seng Ng, Chief CX Officer, AIA Bhd., Malaysia
Silvia Yu, Online Service Delivery Snr Mgr, Lenovo China
Connie Cheung, Channel Executive, Watson Customer Engagement, Greater China Group, IBM

Day 1: CEO Luncheon Forum: The Belt & Road International Service, Commerce, Culture and Customer Experience Innovation

Jaiporn Srisakul, MD, Advanced Contact Center, Thailand
Tommy Fan, Regional Director, Taiwan, HK, Macau, Xiao Robot Technology (HK) Ltd.

Day 2: CEO Luncheon Forum: CRE Leadership & Corporate Brand Engagement Best Practices

Tatsumi Yamashita, CEO, Help Desk Institute, Japan
Rotha Chan, Chief Agency Officer, Manulife Cambodia
Nara Kann, Chief Client Officer, Manulife Cambodia

Day 2 CXO Forum: Big Data, A.I., & Social Media Strategies for Corporate Sustainable Growth

Viola Lam, Founder & CEO, Find Solution Ai
Kitty Xu, National CS Development Support Manager, DHL-Sinotrans Int'l Air Courier Ltd.
Belinda Kuo, SVP, DBS Bank (Taiwan)

Day 2 CXO Forum: A.I., Outsourcing Services & Innovative Technologies Uplift Mass Public Services

Yan Jiang, Deputy Mgr, Info Center, Shenzhen Gas
Susan Pollock, SVP, Teleperformance, UK
Yazhou Xiao, Asst. Prof., China University of Technology, Taiwan

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