

Customer Relationship Excellence & Customer Service Quality Standard Summit

5-6 July 2007



Chairman's Message

The APCSC Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Summit is a Regional Conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by honorable guests of APCSC, industry leaders and experts of the Leadership Community.

Presentations from the Winners of the CRE Awards will be given, covering customer relationship best practices. Award winning companies from different service and technology sectors will showcase their innovations and customer loyalty successes.

The goal of the Summit is to provide an International Platform for effective knowledge sharing and exemplary customer success leadership and show case for WORLD-CLASS service quality and Customer Relationship Excellence. The Summit is interactive. Conference participants, including attendees, speakers, sponsors and exhibitors will have opportunities to share experience, knowledge and networking to establish close relationship in this Customer Relationship Excellence community.

Through the Summit and the Customer Relationship Excellence Awards, APCSC promotes Customer Relationship as a core business value in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.



*Jason Chu
Chairman, APCSC*

Summit Agenda – 5 July 2007

CRM and Integrated Service Excellence	
8:45	Summit Registration & Morning Tea
9:00	Summit Opening Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium
9:15	Achieving Customer Relationship Excellence: From Balanced Scorecard to Customer Service Quality Standard Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium
9:50	Be the Smart Regulator Mr. W.F. Yuk, Assistant Director Efficiency Unit, Government of HKSAR
10:25	Service Excellence through Quality Assurance Ms. Daisy Lam, Operations Director Octopus Cards Ltd.
11:00	Tea Break
CRM Senior Executive Forum: Best-in-Class Service Management	
11:15	Internal Customer Engagement Comes First Mr. Thomas Mok, Director, Customer Relations Department Hong Kong Broadband Network Limited
11:50	Application of psychological assessment for the management of customer service Dr. C. Harry Hui, Senior Lecturer, Department of Psychology The University of Hong Kong
12:30	Best in Class Certificate Presentation
CIS and BPO Service Excellence	
14:00	Call Center Technology Application and Customer Relationship Management Mr. David Huang, CEO Chain Sea Information Integration Co., Ltd
14:35	The Way to Deliver Excellent Outsourcing Service to Achieve Win-Win-Win Situation Ms. Cally Chan, Country Manager, Outsourcing Services, HP Services, Technology Solution Group Hewlett-Packard HK SAR Limited
15:10	Creating Excellence in Business Process Outsourcing Service Mr. Duncan Wong, Vice President, Customer & Systems Operations Wharf T & T Ltd.
15:45	Tea Break
16:00	Roundtable Panel Discussion: CIS and BPO Service Excellence
17:00	End of Day 1

Summit Agenda – 6 July 2007

Building Customer Relationship Excellence	
8:45	Summit Registration & Morning Tea
9:00	Summit Opening Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium
9:15	Customer Analytics, Channels and Information Technology Integration Ms. Gladys Chan, Head of Data Mining and Business Intelligence American International Assurance Company (Bermuda) Limited
9:50	Mission Critical Support to a World Class City Mr. P.N. Ip, Chief Customer Services Engineer The Hong Kong Electric Co., Ltd.
10:25	Creating a Global Winning Advantage for DHL Customers Mr. Edward Hui, General Manager, Air Freight Operation DHL Global Forwarding (Hong Kong) Limited
11:00	Tea Break
CRM Senior Executive Forum: Customer Driven Service Standard: CSQS Presentation	
11:15	CSQS Business Case Study - Best Practice Sharing Dr. George Q. Huang, Associate Professor, Department of Industrial and Manufacturing Systems Engineering The University of Hong Kong
11:50	Service Excellence through Customer Centricity Ms. Sandra Marlene De Zoysa, Head of Customer Service and Contact Management Dialog Telekom Ltd.
12:30	CSQS Presentation
Customer Driven Relationship Management	
14:00	Creating More Values for Customers - MTR's Experience Ms. Jeny Yeung, General Manager, Marketing & Station Business MTR Corporation Limited
14:35	Building Customer Relationship Excellence Online Mr. Baniel Cheung, Strategic Planning Director Integral Communications Limited
15:10	A Study of International Buyer-Seller Long-term Relationships: The Case of Hong Kong Dr. Noel Siu, Associate Professor, Department of Marketing, School of Business Hong Kong Baptist University
15:45	Tea Break
16:00	Creating Delightful Experiences: Five Sense Audit Dr. John Leung, Associate Professor, Department of Marketing, Faculty of Business City University of Hong Kong
16:35	Roundtable Panel Discussion: Customer Driven Relationship Management
17:00	End of Day 2

Sponsors

China Pacific Life Insurance Co., Ltd.



CPIC Life, a nationwide joint-stock life insurance company specializing in life insurance business of all types, was established on November 9, 2001 with its head office based in Shanghai, China. Products and services are constantly innovated by the company so as to meet various needs of clients. The company currently has more than 150 products covering various fields of life, annuity, health, accidental injury, etc.. The product ranges promoted by the company are warmly welcome by the clients and gain great recognition from the market.

Website: <http://www.cpic.com.cn/>

Hong Kong Broadband Network Ltd.



Hong Kong Broadband Network Limited ("HKBN"), a wholly owned subsidiary of CTI, has devoted itself to develop and construct network infrastructure since 2000. With the advanced Metro Ethernet IP platform supported by fiber network backbone, its network spans over Hong Kong, reaching 1.2 million households.

Website: <http://www.hkbn.net/main.htm>

BUPA (Asia) Limited



BUPA has developed into a leading health insurance provider with a global presence since its establishment in the United Kingdom in 1947. BUPA has started its business in Hong Kong since 1976. It currently provides health protection for more than 150,000 members and over 2,000 corporations in the territory. As the only true health insurance specialist in Hong Kong, the company is committed to offering individual members lifetime cover and guaranteed renewal.

Website: <http://www.bupa.com.hk/>

Chain Sea Information Integration Co., Ltd.



Chain Sea Information Integration Co., Ltd. is top company that established call center system for Taiwanese financial industry with the most market share. In 2003, Chain Sea established the Call Center School that classify professional customer service curriculum into formal courses. In 2004, Chain Sea operated the Virtual Employment Service Center for the Bureau of Employment and Vocational Training of Taiwan. This made Chain Sea the only call center system development company that can provide complete integration solutions for its customers.

Website: <http://www.chainsea.com.tw/>

Fuji Xerox Hong Kong



Fuji Xerox Hong Kong markets and services a full range of knowledge and document management products, solutions and services, including multifunction devices, office supplies, office digital document solutions, enterprise digital printing and publishing systems, document management services and professional services for small and medium sized enterprises and enterprise workgroups.

Website: <http://www.fujixerox.com.hk/>

Endorsers and Supporting Organizations

The Customer Service Institute of Australia



The Customer Service Institute of Australia is Australia's peak customer service organization. Founded in 1997 the CSIA is a not for profit company limited by guarantee which is dedicated to the professional development of organizations and individuals in customer service.

Website: <http://www.csia.com.au/>

Business Environment Council



The Business Environment Council (BEC) is an independent, non-profit organization set up by business for business as an environmental solutions provider. BEC's services include consultancy, research, training and award programs for companies across all sectors and at any stage of their corporate sustainability journey. BEC is a membership organization based in Hong Kong with offices in Beijing and Shenzhen

Website: <http://www.bec.org.hk/>

Hong Kong 5-S Association



In 1998, Prof. Sam Ho pioneered the 5-S Audit Checklist and successfully bid for a HK\$4.6 million project from the HKSARG to train up 2,500 people as the world's first 5-S Lead Auditors. As a result, the HK 5-S Association was founded in May 99 with over 10,000 members by now.

Website: <http://www.hk5sa.com/>

IT Service Management Forum



Affiliated with itSMF International on a global basis, the itSMF Hong Kong Chapter is the major not-for-profit organization in Hong Kong with its objective to promote the awareness and application of IT service management best practices (ITSM) around the framework of ITIL. The Chapter organizes and sponsor regular events for ITSM practitioners in Hong Kong through facilitating an effective knowledge network.

Website: <http://www.itsmf.org.hk/>

The Chinese Manufacturers' Association of Hong Kong



The Chinese Manufacturers' Association of Hong Kong (CMA), founded in 1934, with over 3,000 member - companies from various sectors of industry and trade. Our primary objectives are to promote Hong Kong's trade and industrial development; and to represent industry in the Government's formulation and implementation of public policies.

Website: <http://www.cma.org.hk/>

The Knowledge Management Development Centre Limited



The Knowledge Management Development Centre Limited (KMDC) was set up in 2001 by a group of committed Knowledge Management practitioners from various industries and government as the first community of practice (CoP) in Hong Kong. It became a charitable organization in 2004. The KMDC promotes the awareness and advances the practice of Knowledge Management by organizing KM sharing sessions, seminars, conferences and educational programs.

Website: <http://www.kmdc.org/>

The Goal of CRE Awards

The goal of the CRE Awards is to promote **service quality and customer relationship excellence** in international cities across Asia Pacific and to recognise companies, business units, teams, and individuals that have contributed to the success of both their customers and the organisations that they serve.

Benefits of the Awards

- Recognition of participating organisation's achievements in Customer Service, increasing and enhancing its credibility and image in the market place
- Increased customer perception and confidence in dealing with the organisation
- Continuous improvement opportunities and benchmarking of the organisation's Customer Service efforts through APCSC's comprehensive CRM Benchmarking program
- Greater focus on Customer Service throughout the entire organisation
- Increased morale at all levels of the organisation

The CRE Awards application process is designed to highlight organisations that excel in World-Class standards, consistency, use of Best Practices and Methodologies. By entering the CRE Awards Program, you will learn from the best in class in world class standard.

International Advisors and Judging Panel

Mr Jason Chu, Chairman, Asia Pacific Customer Service Consortium

Mr Brett Whitford, Executive Director, Customer Service Institute of Australia

Dr. George Huang, Associate Professor, Industrial and Manufacturing Systems Engineering, University of Hong Kong

Acknowledgements

APCSC wishes to sincerely thank all speakers, panellists and sponsors for their time and dedication throughout the summit and all supporting organizations.

Organizers



Summit Sponsors



Supporting Organizations



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