

Customer Relationship Excellence & Customer Service Quality Standard Summit

26-27 June 2008



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 – 25 June 2009

| Theme: Leadership and Change we need in Financial Crisis | |
|---|---|
| 8:45 | Registration and Morning Coffee |
| 9:00 | Summit Opening Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium |
| 9:15 | Topic: Facing the Challenges: Service Quality + Customers' Expectations Mr. Sunny Yeung, Executive Director, Sino Land Company Ltd. |
| 9:50 | Topic: Octopus Rewards- Bringing Convenience and Benefits to Merchants and Consumers Prudence Chan, Chief Executive Officer, Octopus Holdings Limited |
| 10:25 | Topic: Building the Service Innovation Leadership Vital to Hong Kong in the Economic Crisis Mr. Nicholas Yang, Chief Executive Officer, Hong Kong Cyberport Company Ltd. |
| 11:00 | Tea Break |
| CRM Senior Executive Forum: Leadership and Change we need in Financial Crisis | |
| 11:30 | Topic: Leadership in Change and Crisis Management with CRE Best Practices & CSQS Strategy Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium |
| 12:05 | Roundtable Panel Discussion |
| 12:40 | Networking Luncheon & CSQS & People Site Certificate Presentation |
| Service Leadership and Innovation | |
| 14:00 | Topic: The Customer and Halloween Mr. Paul Pei, Executive Director of Sales and Marketing, Ocean Park |
| 14:35 | Topic: The Service Leadership of Hong Kong and the Impact on Consumer Market Ms. Sana Lai, Head of Complaints and Advice Division, Consumer Council |
| 15:10 | Topic: Living up to Customer Expectation through Continuous Innovations Mr. Lam Chiu-ying, Former Director, Hong Kong Observatory |
| 15:45 | Tea Break |
| 16:00 | Roundtable Panel Discussion: Service and Leadership Innovation |
| 17:00 | End of Day 1 |

Summit Agenda – 27 June 2008

| CRM and Customer Service Knowledge Management | |
|---|--|
| 8:45 | Registration & Morning Coffee |
| 9:00 | Summit Opening Mr. Jason Chu, Chairman Asia Pacific Customer Service Consortium |
| 9:15 | Adapting to a Dynamic and Competitive Global Environment Mr. Tom Mehrmann, Chief Executive Officer Ocean Park Hong Kong |
| 9:50 | Auditing and Enhancing Service Standard and Productivity Dr. Ler Leong Tat, Principal Consultant SIRIM Berhad, Malaysia |
| 10:25 | Offering True Control and Transparency Service for Customer Relationship Excellence Mr. Eddie Ling, Manager, Customer Support CPCNet Hong Kong Limited |
| 11:00 | Tea Break |
| CRM Senior Executive Forum: Best-in-Class Service Management | |
| 11:30 | Ask Your Customer How to Improve Your Service Center Mr. Tatsumi Yamashita, CEO HDI-Japan (Help Desk Institute Japan) |
| 12:05 | Roundtable Panel Discussion: Benchmark Driven Service Management |
| 12:40 | Luncheon & Best-in-Class Certificate Presentation |
| Customer Driven Relationship Management | |
| 14:00 | Measuring Call Centers of 21st Century in Business Focused Perspectives Mr. Ansson Chan, Regional Vice President Call Center Operations American International Group, Inc |
| 14:35 | Applying Knowledge Management to Drive Business Results Mr. Eric Chan, Vice President of KMDC; General Manager of Business Development and Planning, Hutchison Telecom |
| 15:10 | Mission Critical Service Management: from A to A plus Mr. Tony Yeung, Senior Area Engineer (Eastern) The Hongkong Electric Co., Ltd |
| 15:45 | Tea Break |
| 16:00 | Roundtable Panel Discussion: Customer Driven Relationship Management |
| 17:00 | End of Day 2 |

Sponsors

CPCNet Hong Kong Limited



CPCNet Hong Kong Limited, a wholly owned subsidiary of CITIC 1616 Holdings Limited (SEHK: 1883), is a communications and security solution provider headquartered in Hong Kong, a preferred partner by multinational corporations (MNCs) and business partners. By employing fully meshed network, CPCNet offers TrueCONNECT™, an advanced MPLS VPN service, TrustCSI™, an integrated suite of information security solution and a whole range of innovative communications products, security solutions and managed services.

Website: www.CPCNet.com

RHB Bank Berhad



The RHB Banking Group is the fourth largest fully integrated financial products and services group in Malaysia. It gives focus on four Strategic Business Units comprising Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking – are collectively grouped under RHB Capital Bhd, which is listed on Bursa Malaysia. RHB Bank is the fourth largest bank in Malaysia with total assets of over RM86 billion and shareholders' funds of RM4.6 billion (as at September 2007). It is one of 10 anchor banks in Malaysia with over 180 branches throughout the region.

Website: www.rhb.com.my

In Singapore, RHB Bank was first established in 1961 and is a full licensed bank with a network of 7 branches situated strategically in various locations and 2 Bureau De Change at the Singapore Changi Airport. As a full-licensed bank, we offer a comprehensive range of financial products and services including consumer, commercial and corporate, treasury and investment banking.

Website: www.rhb.com.sg

Fuji Xerox Hong Kong



Fuji Xerox (Hong Kong) Limited is a leading provider and system integrator in knowledge and document management solutions in Hong Kong. Fuji Xerox Hong Kong provides an unparalleled spectrum of best-in-class document management solutions and services, ranging from multifunction systems, printing, imaging, business process outsourcing to document management and consulting.

Website: 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: www.csia.com.au

Help Desk Institute Japan (HDI-Japan)



HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized, standards-based industry certification and training programs.

Website: www.HDI-Japan.com

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: www.hk5sa.com

SIRIM Berhad



SIRIM Berhad is a wholly-owned company of the Malaysian Government under the Minister of Finance Incorporated. SIRIM's vision is to be among the world's best in quality & technology. SIRIM Berhad has successfully delivered its role as the national agency for industrial development, standards development agency, leading certification and testing body and research and development body, underlying its mission of making businesses compete better through quality and technology innovations.

Website: www.sirim.my

Six Sigma Institute (SSI)



Six Sigma Institute (SSI) is a leading professional body in Lean, Six Sigma and Lean Six Sigma. Primary objectives of SSI are to accredit Six Sigma and Lean professionals and to assist organizations in achieving breakthrough performance enhancement through effective deployment of Six Sigma and related know-how.

Website: www.ssi.org.hk

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, University of Hong Kong

Mr. Tatsumi Yamashita, CEO, Help Desk Institute Japan

Acknowledgements

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

Organisers



Sponsors



Supporting Organisations

