

12-13 JUNE 2014 · HONG KONG

CRE & CSQS Leadership Summit

2014

HK International CRE & innovation EXPO



*Customer Relationship Excellence &
Customer Service Quality Standard
International Leadership Summit*

WITH

CEO Luncheon & CXO Forums



Chairman's Message

Welcome to Hong Kong, international delegates!

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

The goal of the Leadership 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.

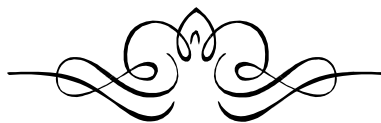
Conference participants, including speakers, sponsors and exhibitors will have opportunities to share insights, experience, knowledge and networking to establish close partnership through this CRE Leadership Community.

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

Best wishes for great learning, sharing and networking!



Jason Chu, Chairman, APCSC





Professor George Huang
 Department Head of IMSE
The University of Hong Kong



Song Xue Wu
 Director, Oversea CS Center
Haier Electrical Appliance Co., Ltd.



John Jansen
 Vice President of International Marketing
Interactive Intelligence Inc.



Zhang Jian
 General Manager
Lenovo Services



Jason Chu
 Chairman
Asia Pacific Customer Service Consortium



Thomas Goh
 Director
Hay Group



Frits Fraase Storm
 Country Director
Tripolis Solutions



Malcolm Chiu
 Chief Information Officer
QNet Limited



Charles Mok
 Legislative Councilor (IT)
HKSAR Government



Mike Mi
 President
Academy of Contact Center & BPO



Liew Swee Lin
 Chief Commercial Officer
Astro Malaysia Holdings Berhad



Arist Yue
 Telebet Manager (Tsuen Wan & Tsing Yi)
The Hong Kong Jockey Club



Nikhil Advani
 Group Head of Channel Marketing
AIA Group



Tom Mehrmann
 Chief Executive
Ocean Park Hong Kong



Tatsumi Yamashita
 CEO
HDI (Help Desk Institute), Japan



Sammy Kam
 Technical Director
Octopus Cards Limited



S.T. Chan
 Senior Customer Supplies Engineer
The Hongkong Electric Co., Ltd.



Joanna Wang
 Operation Manager
IBM Solutions & Services (Shenzhen) Co., Ltd.



Thomas Yip
 Managing Director
Seascope Risk Services (Hong Kong) Limited

Leadership Summit Agenda – 2014 June 12

Morning Session Theme: Future Trend in eCommerce, Cloud and Customer Experience

9:00	Registration and Morning Coffee
9:15	Summit Opening Professor George Huang, Department Head of Industrial and Manufacturing Systems Engineering, The University of Hong Kong
9:30	RFID Applications and Future Trend in Greater China eCommerce Professor George Huang, Department Head of Industrial and Manufacturing Systems Engineering, The University of Hong Kong
10:00	Cloud Services Interactive Platform Create Best Customer Experience Mr. Song Xue Wu, Director, Oversea Customer Service Center, Haier Electrical Appliance Co., Ltd.
10:30	Leveraging Multichannel Service Strategies to Maximize Customer Experience Mr. John Jansen, VP of International Marketing, Interactive Intelligence Inc.
11:00	Networking Tea Break

CEO Luncheon Forum & CSQS Certification Presentation Theme: O2O CEM & CSKM for CRE Customer Journey

11:30	Customer-centric oriented Customer Service Knowledge Management Center Mr. Zhang Jian, General Manager, Lenovo Services, Beijing, China
12:00	CSQS Certification Presentation and Networking Luncheon
13:00	O2O Online & Offline Integration on Customer Experience Management for CRE Customer Journey Mr. Jason Chu, Chairman, Asia Pacific Customer Service Consortium
13:30	CEO Forum: O2O CEM & CSKM for CRE Customer Journey

Afternoon Session Expo Innovation Awards Presentation CXO Forum: Innovation and Technology Leadership

14:15	Networking Tea Break
14:30	The Evolution from Customer Service to Customer Engagement Mr. Frits E. Fraase Storm, Country Director, Tripolis Solutions, Netherlands
15:00	Engaging the Next Future Digital Consumers with Cloud, Mobile & Analytics Mr. Malcolm Chiu, CIO, QNet Limited
15:30	Expo Innovation Awards Presentation
16:00	Creating The Center of Excellence in Innovation and Technology for Future Generation Mr. Charles Mok, Legislative Councilor (IT), HKSAR Government
16:30	CXO Forum: Innovation and Technology Leadership
17:00	Evaluation Form & Lucky Draw

End of Day 1

Leadership Summit Agenda – 2014 June 13

Morning Session Theme: ROI on Customer, Service, Quality, Standard

9:00	Registration & Morning Coffee
9:15	Summit Opening Mr. Jason Chu, Chairman, Asia Pacific Customer Service Consortium
9:30	Going Beyond - Our Continuous Journey to Be Better & Making Digital Work Ms. Liew Swee Lin, Chief Commercial Officer, Astro Malaysia Holdings Berhad
10:00	Successful Achievement of CRE by the Tsing Yi Telebet Centre - Strategy and Practice Ms. Arist Yue, Telebet Manager (Tsuen Wan & Tsing Yi), The Hong Kong Jockey Club
10:30	Reconnecting with Customers Mr. Nikhil Advani, Group Head of Channel Marketing, AIA Group
11:00	Networking Tea Break

CEO Luncheon Forum & People Site Certification Presentation Theme: International Service Innovation & CEM Benchmarking Trend

11:30	Service Innovation & Corporate Sustainable Growth for International Theme Park Mr. Tom Mehrmann, Chief Executive, Ocean Park Hong Kong
12:00	People Site Certification Presentation and Networking Luncheon
13:00	Customer Experience Management Trend and Benchmarking in Japan Mr. Tatsumi Yamashita, CEO, HDI (Help Desk Institute), Japan
13:30	CEO Forum: International Service Innovation & CEM Benchmarking Trend

Afternoon Session CXO Forum: Mobility, Customer First, Innovation CRE Leadership

14:15	Networking Tea Break
14:30	Innovation on Cards and Mobility for Future Customers and Business Requirements Mr. Sammy Kam, Technical Director, Octopus Cards Limited
15:00	Public Service Innovation and CSR towards Customer Relationship Excellence Mr. S.T. Chan, Senior Customer Supplies Engineer, The Hongkong Electric Co., Ltd.
15:30	Client First Ms. Joanna Wang, Operation Manager, IBM Solution & Services (Shenzhen) Co., Ltd.
16:00	Networking Tea Break
16:15	CXO Forum: Mobility, Customer First, Innovation CRE Leadership
17:00	Evaluation Form & Lucky Draw

End of Day 2

International Leadership Summit Organizer



Asia Pacific Customer Service Consortium APCSC and **Hong Kong Customer Service Consortium HKCSC** are founded with the belief of “*Customer Relationship Excellence is the only way to Sharpen your Competitive Edge!*” The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across regions and to recognize and reward companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.



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

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

International Leadership Summit Sponsors & Exhibitor

Gold Sponsor



Advanced Info Services Plc. (AIS) is the leading mobile operator in Thailand. Q114, we registered 42 mil subscribers and generated 53% of market share by revenue. Our strategy focuses on delivering quality in device, network, applications and services. A vital role in customer service is Advanced Contact Center Co. Ltd., our premier call center. **Website:** <http://www.ais.co.th>



Continuous Technologies is a leading provider of customer service and business communications solutions. We offer simple, efficient and beneficial systems for companies, employees and customers. It is achieved by combining best-of-breed business process automation, communications and collaboration applications on secure, reliable, and scalable platforms. Our solutions make it easier for enterprises and government organizations to seamlessly connect and service customer requests, while reducing costs and implementation risks.

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

Bronze Sponsor



Astro Malaysia Holdings Berhad is a leading integrated consumer media entertainment group in Malaysia and Southeast Asia with operations in 4 key areas of business, namely pay-TV, Radio, Publications and Digital Media. With a customer base of over 3.9 million residential customers or approximately 56% penetration of Malaysian TV households, Astro offers 170 TV channels, including 38 HD channels, delivered via DTH satellite TV, IPTV and OTT platforms. Astro provides HD, 3D, PVR, VOD and IPTV services through Astro Beyond and Astro On-The-Go.

Website: <http://www.astro.com.my>



Interactive Intelligence Group, Inc. (NASDAQ: ININ) is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. Founded in 1994 and backed by more than 6,000 customers worldwide, ININ is debt-free with 2013 revenues of \$318.2 million. **Website:** <http://www.inin.com>



Tripolis Solutions, founded in 1999, is one of the first European email service providers (ESP) which develops technical solutions in the area of email, mobile & social marketing software and delivery. Our services are delivered via a network of industry leading reseller partners. Together they work for more than 2,500 end users at national and international level in a variety of industries such as Finance & Legal, Automotive, Retail, FMCG, Travel, Publishing and Corporates. Tripolis Dialogue is a multichannel communication solution which is delivered as a 'Software as a Service' (SAAS).

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

Exhibition Sponsor



Lenovo is one of the global Fortune 500 companies providing innovative PCs and mobile internet devices. Lenovo Services is devoted to fostering customer loyalty and improving service quality experience. We have undertaken the responsibility of serving its personal and enterprise customers all over the world through various methods including call center, online-chat, APPs and Wechat.

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



QNET is one of Asia's leading direct selling companies, offering meaningful products in diverse markets. We provide borderless opportunities through our eCommerce platform to everyday people in more than 100 countries. The QNET brand is all about unlimited choice. The company's product portfolio features a diverse and wide selection of strong and innovative products designed to enhance every aspect of daily living. **Website:** <http://www.qnet.net>

International Endorsers, Media Partners and Supporting Organizations



INTERNATIONAL COUNCIL
OF CUSTOMER SERVICE
ORGANISATIONS
FOUNDATION MEMBER

The International Council of Customer Service Organizations (ICCSO) is an international body for customer service organisations seeking to develop and promote international service standards and professional excellence in customer service. ICCSO is dedicated to supporting the organisations around the world which are responsible for the development of customer service excellence. **Website:** <http://www.iccsso.org>



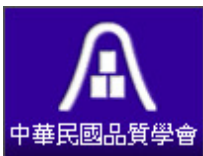
The Customer Service Institute of Australia (CSIA) is Australia's peak customer service organisation and secretariat for the International Council of Customer Service Organisations. Founded in 1997, CSIA is dedicated to the professional development of organisations and individuals in the achievement of customer service excellence.

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



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. HDI has more than 50,000 members worldwide. **Website:** <http://www.HDI-Japan.com>



The Chinese Society for Quality (CSQ) was established at Taipei, Taiwan in March, 1964. The current membership are 5,000 for individual members and 500 for group members. The major activities are publication of Journal & Magazine, Quality(Control) Award, Certified Examination for Quality Personnel, Training & Consultant Service. **Website:** <http://www.csq.org.tw>



ACCB - Academy of Contact Centre and BPO is a unique learning and development business that specializes in the BPO and customer management industries. The Academy aims to be the lead organization, internationally, that promotes the qualification standard for the BPO sector. ACCB have joined forces with partners to create an end to end capability that can deliver a global learning, job benchmarking contact centre benchmarking and development proposition.

Website: <http://www.cn-accb.org>



CRMXchange is a premier web site dedicated to providing information in an interactive environment for CRM/Contact Center professionals. The site offers white papers, newsroom, monthly columns, a showcase for products and services for the industry, and free webinars on a variety of CRM and Contact Center issues. **Website:** <http://www.crmxchange.com>



Sohu.com Inc. (SOHU) is China's premier online brand and indispensable to the daily life of millions of Chinese, providing a network of web properties and community based/web 2.0 products which offer the vast Sohu user community a broad array of choices regarding information, entertainment and communication. Sohu has built one of the most comprehensive matrices of

Chinese language web properties and proprietary search engines, consisting of the mass portal and leading online media destination; interactive search engine; #1 games information portal; the top real estate website; #1 online alumni club; wireless value-added services provider; leading online mapping service provider; and developer and operator of online games.

Website: <http://learning.sohu.com/lytang/>



21CN, 中国电信旗下最具媒体价值、排名最靠前的互联网企业，近年来致力于移动互联网与云计算领域的产品研发，为企业和个人用户提供媒体信息、移动应用与云存储等方面的服务。



Vsharing is the first interactive portal in China, through the research center, selection center, vsharing HR services, vsharing meeting services four platforms to provide reliable IT decision makers reference information. **Website:** <http://www.vsharing.com/>



We are an online media company serving global Chinese communities. Our digital media network enable Internet users to access professional media reports in multi-media formats from the web and mobile devices and share public comments each other on open platform. YNET.com is ready to be a revolutionary news portal in the next era. **Website:** <http://www.ynet.com>



Chnsourcing is the largest service outsourcing portal and E-trading platform facing global market operated by Devott Co., Ltd. since 8th March, 2007. Depending on China's outsourcing industry and refer to global market, Chnsourcing collects the latest and most comprehensive information and resources. **Website:** <http://www.chnsourcing.com.cn>



CCECW (China Company Electronic-commerce Website) is a power InterNet Media of EC & Information. Our services across many areas, such as E-commerce consultant(E-Commerce Strategy, Popularization &Structural-optimization), Marketing-news, Cross-media integration, Internet PR, IDC, E-zine, Virtual-panorama , Meetings & exhibition etc. Our aim: Transmission of information, Inclusive society, Create value, Promote the development of society. **Website:** <http://www.chinacompanynet.cn>



The HK International CRE Innovation Expo is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate,” to expand overseas markets, achieve collaboration, improve international competitiveness, and showcase innovative industry solutions.

- **Digital, Social, Mobile, Apps & Ads**
- **Cloud, CRM, contact center, BPO, eCom & Security**

In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display, share, and build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from organizations, enterprises, research and training institutions, leaders and professionals from different industries including ICT, social media, marketing agency, finance, investment, and ecommerce participate and exhibit in the event, have in-depth discussion on business opportunities and challenges to create Customer Relationship Excellence and Innovation, pay close attention to and share frontier problems regarding present and future industry development in HK, China, Asia Pacific and global competitiveness.

Website: <http://www.apcsc.com/expo/index.asp>

The Expo Innovation Awards is established since 2012 with the goal to promote innovation in solving business challenges and improving customer relationship excellence. The Innovation Expo and the Innovation Awards recognize innovative products and services, strengthen the corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region for the exhibitors. Firms are assessed through introduction of product or service, business case presentation, summary and write-up, customer reference and customer satisfaction assessment. All the winners are awarded a trophy and certification from APCSC & HKCSC Expo Organizing Committee.

Website: <http://www.apcsc.com/expo/2013winners.asp>

APCSC Leadership Programs



The **International Customer Relationship Excellence (CRE) Awards** has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and leadership on CRE. With the introduction of the Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria, the participants have been benefited greatly from the best practices and critical success factors from a world-class framework.

國際傑出顧客關係服務獎 (CRE Awards) 肯定了許多來自不同行業與地區的市場領導和專業人士。歷屆參加企業及個人類別的參賽企業，分別來自更多的國際城市和行業，並展示了他們商業成功之道、最佳守則及傑出顧客關係領袖。以優質顧客服務標準作為傑出顧客關係服務獎的重要評審準則，參賽企業均能從一個世界級框架中的最佳守則和關鍵成功因素中獲益良多。

Website: <http://www.apcsc.com/creaward/index.asp>



The **Customer Service Quality Standard (CSQS)** has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to contact centers and customer service organizations that excel in customer relationship excellence. CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with clear roadmap and directions for transforming a business operation into a world class customer-centric strategic business unit.

優質顧客服務標準是由亞太顧客服務協會和香港大學一班研究員合作而制定，目的是評定整體服務質素，最佳實踐和顧客服務運作的表現。這是一個最廣泛的標準去建立世界級顧客服務水平架構，藉以授予優秀客戶服務機構。CSQS 揉合了最先進及廣泛的元素，為企業傳送最佳服務提供清晰的標準。CSQS 包括和整合了平衡計分卡管理系統和 ISO9000 品質管制系統，幫助企業升級成為以客為中心的策略性商業單位(SBU)。

Website: <http://www.apcsc.com/csqsnet/index.asp>



The **Best-In-Class Certification CRM Benchmarking Program** (The BIC) is conducted by APCSC continuously throughout the year with annual reporting to member companies from different industries. In addition to the benchmarking participants, APCSC makes regular mystery calls and visits to non-benchmarking participants to evaluate and benchmark their service performance. The objective is to find solutions that member companies can adapt for use in their own business contexts, so that together we may learn faster from the best practices of other companies across industry, and pool resources to innovate where no one has yet found an acceptable solution.

由 APCSC 提供的卓越典範證書 - 顧客關係管理基準方案年度報告 (The BIC) 為來自不同界別的企業 全面評估他們的服務表現。除了調查參加基準方案的企業，APCSC 也定期致電各大公司，鑒定和比較市場服務趨勢與表現。來自多界別公司的參與，可以刺激參加者的創新學習，啟發他們革新服務，找到適合企業本身的解決方案，並透過不同行業的最佳實踐加快學習、共用資源、開創新思維，以解決仍未有美滿解決方案的問題。

Website: <http://www.apcsc.com/bic/index.asp>



The **People Site Certification** is a free of charge accreditation offered to organizations that have over 90% of their Customer Service and Contact Centre staffs remain certified under APCSC's Global Certification program. The certification is renewed on an annual basis. By achieving the People Site Certification, organizations are much better positioned to integrate professional customer service staff with their mission critical services process. They can therefore ensure that efficient and reliable services are provided to all customers with unique and sophisticated requirements.

如機構 90% 以上的客服或聯絡中心人員都通過了亞太顧客服務協會國際認證課程培訓，即可申請獲得優質客服專員中心認證，無需任何費用。該認證為每年更新。透過獲得優質客服專員中心認證，機構能將其顧客服務專員與其關鍵任務服務過程更好的融合在一起，從而確保向所有顧客提供有效而可靠的服務，滿足顧客獨特而複雜的要求。

Website: <http://www.apcsc.com/peoplesite/index.asp>

APCSC MEMBERSHIPS & BENEFITS

	Affiliate	Full	Fellow (By Invitation Only)	Associate	Professional	Corporate
CRE & CSQS Leadership Summit	N/A	5% Discount	5% Discount	5% Discount	15% Discount 1 VIP Pass	20% Discount 3 VIP Passes
Training Discount Coupon	N/A	1 x HK\$500	1 x HK\$500	3 x HK\$500	3 x HK\$500	5 x HK\$500
Training Quota*	N/A	N/A	N/A	N/A	1 x CCSM or 1 x CCCM 1 x CCCP 1 x ECOH/ CHSM	3 x CCSM or 2 x CCCM 2 x CCSA 2 x CCCP
Knowledge Mail	YES	YES	YES	YES	YES	YES
Advisory Question (Tele) Conference	N/A	1 Question	2 Questions	3 Questions	3 Questions	6 Questions
Benchmarking Program	N/A	5% Discount	5% Discount	5% Discount	5% Discount	10% Discount
APCSC / HKCSC Logo Usage	N/A	N/A	N/A	YES	YES	YES
Membership Fee (Annual)	Free	HK\$500 (US\$70)	HK\$1,000 (US\$130)	HK\$3,800 (US\$500)	HK\$20,000 (US\$2,550)	HK\$40,000 (US\$5,250)
Customer Loyalty Award Forum	N/A	N/A	N/A	N/A	1 x Passes	2 x Passes
Member's Survey	FREE for participants					
Salary Increase & Staff Turnover Survey	FREE for participants					
CRE & CSQS RoundTable	N/A	Members Only				

CCSM – Certificate in Customer Service Management
CCSA – Certified Customer Service Analyst & Auditor
ECOH – Effective Communication & Objection Handling

CCCM – Certified Contact Center Manager
CCCP – Certified Contact Center Professional
CHSM – Complaint Handling & Stress Management

* The training courses can be exchanged to different courses with similar value to meet the member's development needs. Please feel free to visit www.apcsc.com for more details on the global certifications.

All membership options include networking opportunities at various events that are organised by partners and affiliates of APCSC throughout the year, which may also include special discounts. Members will be notified of such events as and when they occur. APCSC has no control over events that are organised by 3rd parties.

All Membership duration is on annual basis, member benefits are only valid and should be utilised within the membership period.

The Goal of CRE Awards

The goal of the International CRE Awards is to promote service quality and customer relationship excellence as core business value in international cities across regions and to recognise government bodies, 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, Relationship, and Experience Management, 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 the organisation's Customer Service efforts through APCSC's comprehensive CRM Benchmarking
- Greater focus on Customer Service Quality Standard throughout the entire organisation
- Increased morale at all levels of the organisation

The International CRE Awards application process is designed to highlight organisations that excel in World-Class standards, use of Best Practices and follow the Customer Service Quality Standard (CSQS), a world class framework. By entering the CRE Awards Program, you will learn from the Best in Class in world class standard.

Acknowledgements

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

International Organizer & Endorsement



Asia Pacific
Customer
Service
Consortium



Hong Kong
Customer
Service
Consortium



INTERNATIONAL COUNCIL
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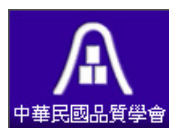
CUSTOMER SERVICE
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中華民國品質學會



中国企业电子商务网