



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Discovering CRE Innovation, Meeting Future Customer Demand Today APCSC held CRE&CSQS Roundtable together with Hongkong Electric in Hong Kong

Hong Kong – October 11, 2012 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with The Hongkong Electric Co., Ltd. in Hong Kong. The CRE & CSQS Roundtable, with the theme of “Discovering CRE Innovation & Integration, Meeting Future Customer Demand Today”, has attracted experts and senior executives of CRM, Operation Management, Human Resources and Business Development fields from different industries including insurance, banking, entertainment, hotel, integrated solution, social media and public utility sectors from Hong Kong and mainland China on the CRE Strategies, Social CRM and customer experience management.

Before the official opening of the Roundtable, a moment of silence was observed to pay tribute to the Hong Kong people who lost their lives in the maritime tragedy on October 1st.



Mr. Jason Chu, Chairman of APCSC addressed the delegates, “APCSC has for years facilitated the trailblazing path, organized CRE & CSQS roundtable in many international cities in Asia Pacific Region, for corporate sustainability and higher achievement. Through the CRE & CSQS Leadership Summit, Hong Kong International CRE & Innovation Expo, and CRE & CSQS Roundtable in international cities in Asia Pacific region, we see that the commitments to CRE innovation and integration are the key determining factors for business sustainability and market leadership. We hope to work together to discover the needs of our customers, innovate to meet their future needs today, build new business competence, integrate CRE into our corporate culture and strategy, and make a better future for customers and society.” **Mr. Chu** concluded, “On behalf of APCSC and the international supporting organizations, I pay tribute to you all for the perseverance in pursuit of Customer Relationship Excellence (CRE) despite the global crises, and especially to Hongkong Electric on their commitment for Public Service Excellence and support for the CRE & CSQS Roundtable today despite their recent loss of excellent engineers and staff members. I believe and trust Hongkong Electric will recover strongly and continue to be the best public service provider and shine brightly in Hong Kong and international cities.”

Mr. Raymond Choi, Chief Customer Services Engineer, The Hongkong Electric Co., Ltd. welcomed the delegates, “Hongkong Electric is very glad to co-host the CRE & CSQS Roundtable with APCSC today. The roundtable offers a platform to share and learn from the success stories among different international leading companies. Hongkong Electric is committed to provide reliable supply of electricity and excellent service to customers. The reliability rating of electricity supply has been maintained at 99.999% since 1997, a record that excels most top cities in the world. As a customer-focused and service-oriented company, Hongkong Electric will continue to build up the human capital, deploy the right technology and business processes to enhance customer service. As the theme of the event – ‘Meeting future customer demand today’, it could only be achieved by providing services that continually exceed customers’ expectation. I am sure we will all learn something from each other today for our quest of customer service excellence.”

Mr. Charles Mok, Legislative Councilor (IT) of Hong Kong SAR, in his presentation “How Social Media Is Changing Our World” shared that more than a social platform, Social Media is now crucial in Customer service, Business, Marketing and Advertising. Beyond sharing, it is also the platform for crowd-everything to include Knowledge Sharing, Selling and Investing. Social media must be part of the planning from the start, not an afterthought. We cannot escape the influence from the social media to our life and business. Rumors and lies can spread quick, but eventually truths are exposed, and persistence will pay off in ways you did not think of.

Mr. Sebastian Kuntz, International Business Development and Board Member, Tripolis Solutions in his presentation “Email 3.0: Dynamic Email As Integral Part of Innovative Cross-channel Dialogue Marketing” shared a new shift in online marketing towards cross-media marketing by propagating a message through various media. “With the explosion and increasing interconnection of media channels, it has become a time consuming task to adjust the marketing message to each separate channel and leaves out the unique characteristics of each channel. Tripolis Dialogue is a new generation of multi-publishing tools to optimize and distribute content cross-media in one place and make possible to send messages in real-time. Tripolis Pixylon adjusts emails to the time, location and the device used to open the email.” Previously, the time of sending email determined the contents of an mail, now the moment of opening is decisive and enables the new way of e-mailing for Email 3.0.

The following prestigious panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Mr. Charles Mok, Legislative Councilor (IT), Hong Kong SAR**
- **Mr. Raymond Choi, Chief Customer Services Engineer, The Hongkong Electric Co., Ltd.**
- **Mr. Jason Chu, Chairman, APCSC, CRE Awards Panel of Judge**
- **Mr. Sebastian Kuntz, International Business Development and Board Member, Tripolis Solutions, Netherlands**
- **Ms. Mimi Fu, Director of Training and Development, Ocean Park**

Insightful discussion was lead by Mr. Jason Chu, on the topics about the approaches to initiating social CRM and elevating customer experience through product and service innovation. Cases of past international CRE Awards winners and successful Asia Pacific and European businesses were also analyzed for the study on product and service innovation, strategic transformation, CRE Initiatives, customer and employee engagement, digital marketing, brand promotion and as well as real time content delivery.

Through CRE & CSQS Roundtable, APCSC invites market leaders to come together for best practices sharing on product and service innovation, CSR, CRM, customer experience management, knowledge management, Social media CRM with successful business cases and strategies, facilitate innovation in business operation, bring new opportunities for brand building and market development, create win-win-win to customers, staffs and employers.

APCSC also encouraged roundtable attendees to join the LinkedIn Group “Strategic Customer Relationship Excellence CRE” which was launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

About Asia Pacific Customer Service Consortium (APCSC)

www.apcsc.com

APCSC is founded with the belief of “*Excellent Customer Relationship 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 Asia Pacific Region and to recognize and reward government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. Through the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship Excellence as a core business value** in international cities across Asia Pacific and 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.

Customer Relationship Excellence (CRE) Awards

The Customer Relationship Excellent (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 insights 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.

Customer Service Quality Standard (CSQS)

The 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 customer centric service organizations and centers 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 reinforce their CRE strategies and 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 crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

About HK International Customer Relationship Excellence & Innovation Expo

www.apcsc.com/expo/index.asp

- **Digital marketing, Social Media, Mobile Internet and Apps**
- **CRM, contact center, BPO and eCommerce**

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 solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display and share, to build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from government, 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 industries’ development in HK, China, Asia Pacific and global competitiveness. **The next HK International CRE Innovation Expo 2013** will be held on June 5-6, 2013.

For Press interviews, **APCSC CRE & CSQS Leadership Summit, CRE Awards promotion and sponsorship, International Customer Relationship Excellence & Innovation Expo**, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, MSN: enquiry@apcsc.com, QQ : 2303712688.