



Asia Pacific
Customer
Service
Consortium

Asia Pacific Customer Service Consortium
9/F Surson Commercial Building
140-142 Austin Road, Tsim Sha Tsui
Kowloon, Hong Kong

Tel: (852) 2174 1428
Fax: (852) 2174 1438
Email: info@apcsc.com
Website: <http://www.apcsc.com>

FOR IMMEDIATE RELEASE

Optimizing Customer Experience Management for World Class Companies APCSC held CRE&CSQS Roundtable together with QNet Ltd. in KL

Kuala Lumpur, Malaysia – March 21, 2012 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with QNet Ltd. in Kuala Lumpur. The CRE & CSQS Roundtable, with the theme of “Optimizing Customer Experience Management for World Class Companies”, has attracted experts and senior executives of CRM, Information System, Human Resources and Business Development fields from different industries including energy, cultural publicity, consulting, technology solution, BPO, and telecommunications sectors in Malaysia on the CRE Strategies and customer experience management.



Mr. Jason Chu, Chairman of APCSC shared best practices and business cases on Strategic Customer Relationship Excellence from Europe, America, Hong Kong, Mainland China and Sri Lanka, as well as business cases from the CRE Leadership Prime Book published by APCSC. Mr. Chu concluded that customers prefer the brand that can admit its defects. The best strategy for the company is to be honest in order to maintain a sustainable growth. Brands have to handle both positive and negative customer reviews online, grasp the opportunity, turn crisis into advantage.

Ms. Pushpalatha Balan, Global Head of QNet Ltd. in her presentation “The Relevance & Importance of Employee Engagement in a Multilingual Contact Centre Environment” shared QNet’s CRE strategies, and challenges of the operating a multilingual contact center offering 18 languages to succeed with employee engagement, which largely elevated company’s service quality. Ms. Balan said that QNet is devoted to taking the customer service to the next level. Ms. Balan used a number of examples to demonstrate employee engagement and continuous improvement.

Ibu Wardhani Soedjono, President Director of PT VADS Indonesia, in her speech “Innovation to Customer Loyalty”, shared that the customers are shifting from traditional services to data services, therefore companies need to align corporate strategy to beat market challenges, invest in necessary resources to bring innovations, switch from product centric to solution centric. Ibu Wardhani also shared rich cases on PT VADS Indonesia’s multicultural communication and employee engagement management.

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

- **Mr. Jason Chu, Chairman, APCSC, CRE Awards Panel of Judge**
- **Ms. Pushpalatha Balan, Global Head, QNet Ltd.**
- **Ibu Wardhani Soedjono, President Director, PT VADS Indonesia**
- **Mr. Sam Loh, Chief Operating Officer, Brandt International**
- **Mr. Elton Kuah, Founder, Enrich Social Media**

Insightful discussion was lead by Mr. Jason Chu, on the topics about the approaches to initiating social CRM and elevating customer experience. Cases of past CRE Awards winners and successful Chinese/HK businesses were also analyzed for the study on strategic CRE Initiatives, challenges of real time respond to negative online opinions, customers' and employees' engagement, word of mouth marketing, as well as brand differentiation.

During the roundtable, Mr. Chu also introduced the upcoming **Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Leadership Summit (The Summit)** and **The Hong Kong International CRE & Innovation Expo (The Expo) on 13-14 June 2012**. The Summit is an International 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, government and industry leaders and experts of the Leadership Community. (www.apcsc.com/cresummit) and business practitioners, experts, research scholars and professionals, postgraduate students and senior executives to share and build knowledge about customer relationship management, customer information system and service quality.

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 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.

About CRE & CSQS Leadership Summit www.apcsc.com/cresummit

CRE & CSQS Leadership Summit is an International Conference for exhibiting and showcasing Leadership in Innovation, Strategy, KM, Customer Service, Social Media, Public Service and CRM strategy and best practices by world class companies, subject experts, CRE Awards winners, Best-in-Class recognitions, CSQS Committee members, industry leaders and experts of the CRM Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for effective knowledge sharing, exemplary customer success leadership and showcase for **WORLD-CLASS** cities with high service quality and Customer Relationship Excellence. It would be a great honor and privilege to have your support and sponsorship to showcase your business success and industry leadership at this international leadership summit in Hong Kong, an international financial, business, logistic, tourism and trade center.

About Hong Kong International CRE & Innovation Expo www.apcsc.com/expo

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

Hong Kong International CRE & Innovation Leadership Expo is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate”, to expand oversea markets, build up regular communication, achieve collaboration, improve companies' international competitiveness, and lay foundations of reputation within the industry.

The Expo will provide opportunities for participants to communicate directly with global leaders in innovation and service industry, share technology, information and best practice in the forefront of the industry. With top industrial communication, large scale of participation, powerful driving force, the Expo will be a professional, practical, authoritative and international cross industry event.

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