



FOR IMMEDIATE RELEASE

***CRE Leadership in Customer Experience Transformation and Innovation  
for Customer Satisfaction & Loyalty Enhancement***  
**AXA Hong Kong and APCSC held CRE & CSQS CXO Forum in Hong Kong**

**Hong Kong – October 14, 2016 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) CXO Forum** together with **AXA Hong Kong**. The **CRE & CSQS CXO Forum**, with the theme of **“CRE Leadership in Customer Experience Transformation and Innovation for Customer Satisfaction & Loyalty Enhancement”**, has attracted C-level executives and directors from cross industries including insurance, telecommunications, banking, retail, direct marketing, information technology, academy, financial, logistics, healthcare, e-commerce and media sectors from **Hong Kong** to explore innovation and shape leadership in Customer Relationship Excellence and Service Quality in order to elevate Service Standard in the industry.

After the warm welcome speech from **Mr. Jason Chu, Chairman, APCSC**, and **Mr. Paul Carson, Chief Operating Officer, AXA Hong Kong**, the following prestigious speakers and panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Mr. Jason Chu, Chairman, APCSC, International CRE Awards Panel of Judge**
- **Mr. Paul Carson, Chief Operating Officer, AXA Hong Kong**
- **Mr. Sudesh Thevasenabathy, Head of Customer Experience, AXA Hong Kong**
- **Ms. Anne Lee, Executive General Manager, China CITIC Bank International Limited**
- **Ms. Michelle Shiers, Chief Customer Service Officer, Telstra**



**Mr. Jason Chu, Chairman of APCSC** in his presentation **“CRE Leadership in Customer Experience Transformation and Innovation for Customer Satisfaction & Loyalty Enhancement”** welcomed the delegates, “Our people aspire to be CRE Leaders like the athletes aspire to be the Olympic medalists. CRE Leadership engages and inspires employees to transform into the customer centric culture. The International CRE Awards program has helped inspire industry CRE best practices, propagated the innovations from different cultures, campaigned for corporate social environmental leadership, advocated digital social mobile engagement cross regions persistently, the future vision of CRE Leaders and the CRE consumers’ aspiration. **CRE Leadership is an Inspirational Journey!** Through each CRE Championship Journey, together, we continue the legacy of inspiration and innovation, to inspire and to be inspired by one another. Together, we share new insights of customer relationship among the CRE Community and promote new CRE icons and brands through our international partnership.”

**“CRE Leadership is an Inspirational Journey!** As responsible global leaders, CRE Leadership enlightens and inspires employees to come up with creativity and innovative solutions. The upcoming **15<sup>th</sup> International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 6<sup>th</sup> HK International CRE Innovation Expo on June 15-16, 2017 will further** expand this international platform among international CRE Leaders across diverse culture and industries.” **Mr. Chu** concluded, “On behalf of APCSC and the CRE Awards organizing committee, I pay tribute to you all for the determination in pursuit of Customer Relationship Excellence, and to **AXA Hong Kong** on their CRE commitment and support for the **CRE & CSQS CXO Forum** today.”

**Mr. Sudesh Thevasenabathy, Head of Customer Experience, AXA Hong Kong** in his presentation **“Customer Centric Culture – Enabling Change from Within”** shared that customer centricity and experience are the buzz words of today with almost all service and product related organisations promoting them to the hilt. But while that’s the case, there are many others who went the wrong way which brought undesirable results. So, what is customer experience and why is it so important? Is it just a marketing gimmick or is it truly what the customer wants? Customer loyalty today is no longer towards a stature of a brand but rather the emotional attachment that comes from it, and this emotional feel exudes from within the organisation. This presentation walks through some of these pitfalls and tips to building a customer centric culture, which is a key enabler to being a CX-focused company.

After the presentation, **Mr. Jason Chu, Chairman of APCSC** presented the **Professional Membership to Continuous Technologies International Limited**, and **Full Membership certificates** to the following leaders who have recognized expertise in CRM and Customer Service:

- **Mr. Keith Russell, Sales Director - Asia Pacific, Striata**
- **Mr. Albert Wong, Customer Service Manager, AXA Hong Kong**
- **Mr. Joe Lui, Senior Distributor Service Manager, AXA Hong Kong**
- **Ms. Sarah Chui, Customer Service Manager, AXA Hong Kong**
- **Ms. Clara Lo, Senior Customer Service Officer, AXA Hong Kong**
- **Ms. Judy Wong, Customer Service Officer, AXA Hong Kong**

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be organized in **Hong Kong on Nov 7-10 for CCSM and Nov 7-8 for CCSA respectively**. Aiming to prepare supervisors and managers to *become a world class leader with CRE disciplines and mindset*, the course is like an *intensive mini MBA course* covering advanced topics in **Customer Service Management** and **Customer Service Quality Standard (CSQS)** that enable the participants to increase their knowledge of the latest development of Customer Service and CRM in terms of technology and management best practices. The CCSM program is recognized by the **HKSAR Government under the Continue Education Fund (CEF)** program, the **Customer Service Institute of Australia (CSIA)**, and the **International Council of Customer Service Organizations (ICCSO)**. Many leading multinational firms have benefited in their people development through this course. The latest launched **CSQS version 13.0** will be used in this CCSM training.

Through the **International CRE & CSQS Roundtables and CXO Forums**, 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.

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**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 regions 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.**

**International and China Customer Relationship Excellence (CRE) Awards      www.apcsc.com/creaward/index.asp**

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)      www.apcsc.com/csqsnet/index.asp**

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 world class certification awarded to customer centric organizations, business units 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 benchmark and framework with clear guidelines and roadmap to transform into a strategic customer-centric business.

**International CRE & CSQS Leadership Summit 2017 June 15-16      www.apcsc.com/cresummit**

The CRE & CSQS Leadership Summit is exhibiting and showcasing **WORLD-CLASS 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, CSQS Committee members, industry leaders and experts of the CRE Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for CEO's & CXO's to dialog, exchanging, sharing exemplary customer success leadership and showcase global successes in Hong Kong, an international financial, business, logistic, tourism and trade center.

**HK International Customer Relationship Excellence & Innovation Expo 2017, June 15-16      www.apcsc.com/expo/index.asp**

- **Digital, Social Monitoring, Mobile, Cloud & Big Data**
- **CRM, Contact Center, BPO, eCom & Internet Security**

The **HK International CRE Innovation Expo** is aiming at providing a cross industry platform for firms to “open up, communicate and collaborate,” to expand international markets, achieve collaboration, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding firms from around the world display, share and build a prestigious community platform to cooperate and create more business opportunities. Senior leaders from government, organizations, enterprises, research leaders and professionals from different industries share frontier problems regarding present and future business model development, pay close attention to create CRE & Innovation, business ideas, global competitiveness and challenges.

**HK International Expo Innovation Awards 2017, June 15-16      www.apcsc.com/expo/2016winners.asp**

The **Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in **Digital, Social Monitoring, Mobile and Big Data & Cloud, CRM, contact center, BPO, eCom and Internet Security**. The Expo Innovation Awards recognizes innovative products and services, strengthen the corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region. 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**.

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