



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

**International Customer Loyalty Award Forum: Business Case Presentation
Customer Relationship Excellence Leadership Summit 2019 and
Hong Kong International CRE & Innovation Expo Awards**

Hong Kong, China – March 7-8, 2019 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The 17th International Customer Loyalty Award Forum (the Forum)** for international business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the **International Customer Relationship Excellence Awards (CRE Awards) participants, co-organized by The Hong Kong University of Science and Technology (HKUST) and China Telecom Global Limited.** The presentations are part of the CRE Awards assessment process.

Mr. Jason Chu, Chairman of APCSC thanked **Professor Fugee Tsung, Professor of The Hong Kong University of Science and Technology**, and panel of judges for their support, and took the opportunity to encourage all the International CRE Awards participants to set world class standards and benchmark in their respective industries, borrow innovative ideas from cross industry leaders and presenters, and continue to pursuit excellence and inspire professionals globally.

Professor Fugee Tsung, Department of Industrial Engineering and Decision Analytics of The Hong Kong University of Science and Technology, gave the opening speech and welcomed many of the international delegates to the 17th Customer Loyalty Award Forum. He enthusiastically launched the event by saying, “We are grateful for the opportunity of hosting this Forum as it greatly enhances business development by furthering knowledge and understanding. Delegates will benefit from the educational and collaborative knowledge sharing of the forum which will help to further inform best practice for customer loyalty and repeat business. This forum offers an excellent chance to exchange leading edge insights on best practice in customer loyalty and build connections with other professionals from the industry sector. We hope this Forum will prove to be an inspiring and truly transformative experience for all of you.”

Mr. Mike Mi, President of Academy of Contact Center and BPO, China and CRE Awards Panel of Judges said, “International CRE Awards has been widely recognized by industries after years of promotion and application in Asia Pacific Region. It recognized the market leaders from different industries to showcase their successful ways and best practices. Through the participation of CRE Awards assessment, companies could learn the key successful factors from the International CSQS framework and best practice to further enhance service quality and continue to maintain the leading position in the industry. Through International Customer Loyalty Award Forum, the best practices, rules and standards are shared to stimulate the creativity of participants and enlighten their service transformation concept. Participants would find the most suitable best practices for the new challenges.”

The different companies have applied for different categories in the International CRE Awards program (partial list):

- *Advanced Contact Center Co., Ltd.*
- *AIA Singapore*
- *AXA Hong Kong*
- *China Telecom Global Customer Service Center*
- *China Telecom Global Limited*
- *China Telecom CTEExcel*
- *China Telecom Corporation Limited Guangzhou Branch*
- *CSL Mobile Limited*
- *DHL Express (Hong Kong) Limited*
- *DHL-Sinotrans International Air Courier Ltd.*
- *Hang Lung Properties Limited*
- *Henderson Land Group Property Management Department (Hang Yick & Well Born)*
- *Make the Right Call*
- *Manulife (Cambodia) Plc.*
- *Manulife (Singapore) Pte Ltd.*
- *Maserati (China) Trading Co., Ltd*
- *Shenzhen Gas Corporation Ltd.*
- *Teleperformance China*
- *The Dairy Farm Company, Limited – Mannings*
- *The Hongkong Electric Co., Ltd.*

The participants need to demonstrate their achievements on Customer Relationship Excellence and excellent customer service delivery; their management leadership, performance of the Strategic Business Units, Customer Experience and Service Centers; successful strategies for attracting and retaining customers; innovation, technology, service and support infrastructure; measuring and managing customer satisfaction; identifying revenue opportunities, etc. The International CRE Awards is considered as the **World Cup for Customer Relationship Excellence** and world class benchmarking.

The International Customer Service Quality Standard (CSQS) is the CRE Model and world class benchmark. All applicants from different industries will be assessed against the CSQS criteria for compliance and achievements in the



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>

respective areas of management responsibility, resource management, process management and performance management during the CSQS site visit assessment as the most important next step following the business case presentation.

During the Forum, Mr. Chu also introduced the upcoming **International Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Leadership Summit (The Summit)** and **The Hong Kong International CRE & Innovation Expo & Awards (The Expo)** on **20-21 June 2019**. **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 senior business, government and industry leaders **and** experts, research scholars and professionals, postgraduate students and senior executives to share and build knowledge about customer relationship management, CRE branding, Internet+, social, mobile customer information systems. **The CRE Innovation Expo Awards** is organized to providing innovative products and services with excellent customer references in **Big Data, Mobile 5G, Digital, Social, Cloud and CRM, Contact Center, BPO, eCom, A.I. IoT**.

Asia Pacific Customer Service Consortium (APCSC) <https://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 leadership in international cities across regions. Through the **Customer Relationship Excellence Awards**, APCSC promotes **Customer Relationship Excellence as a core business value** in international cities across regions 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.

International CRE & CSQS Leadership Summit 2019, June 20-21 <https://www.apcsc.com/upcoming-summit-v2>

The 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 in Hong Kong, an international financial, business, logistic, tourism and trade center.

HK International Customer Relationship Excellence & Innovation Expo Awards 2019, June 20-21

<https://www.apcsc.com/innovation-awards>

- **Big Data, Mobile 5G, Digital, Social, Cloud**
- **CRM, Contact Center, BPO, eCom, A.I. IoT**

The HK International CRE Innovation Expo Awards is dedicated to Regional & International corporations and startup companies providing innovative products and services with excellent customer references in Big Data, Mobile 5G, Digital, Social, Cloud & CRM, contact center, BPO, eCom, A.I. IoT. The CRE Innovation Expo 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 Awards Organizing Committee.

This is a cross industry platform for enterprises to expand international markets, achieve collaboration, improve competitiveness, and showcase innovative solutions within the industry. In the Summit, focusing on above themes, outstanding companies from Hong Kong, China and overseas display, 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.

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