



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

International Customer Loyalty Award Forum Business Case Presentation Customer Relationship Excellence Leadership Summit 2016 and Hong Kong International CRE & Innovation Expo & Awards

Hong Kong, China – February 25-26, 2016 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The 14th International Customer Loyalty Award Forum (the Forum)** for Asia Pacific 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 of HKUST and panel of judges for their long term 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, Professor, Department of Industrial Engineering and Logistics Management of The Hong Kong University of Science and Technology, gave the opening speech and welcomed many of the international delegates to the recent 14th 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.”



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

- *AIA Bhd.*
- *AIA Company Limited Beijing Branch*
- *AXA China Region Insurance Company Limited*
- *China Taiping Insurance (HK) Limited Company*
- *China Telecom Global Customer Service Center*
- *China Telecom Global Ltd.*
- *DHL Express (Hong Kong) Limited*
- *DHL Express (Singapore) Pte Ltd.*
- *DHL Express (Taiwan) Corp.*
- *DHL-Sinotrans International Air Courier Ltd*
- *FIL Investment Management (HK) Ltd.*
- *Hang Lung Properties Limited*
- *Henderson Land Group Property Management Department (Hang Yick and Well Born)*
- *Hong Kong Airlines Limited*
- *Hong Kong Aviation Ground Services Limited*
- *Hong Kong Tourism Board*
- *Hutchison Telecom Hong Kong Holdings*
- *Lenovo Services*
- *Manulife (Singapore) Pte Ltd*
- *New World Development Company Limited*
- *RHB Bank Singapore*
- *Taiwan Star Telecom Co., Ltd.*
- *TCL Online Service Inc.*
- *The Hongkong Electric Co., Ltd.*

The participants need to demonstrate their achievements of Customer Relationship Excellence and excellent customer service delivery in their organizations; 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; service level agreement and customer experience management;



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measuring and managing customer satisfaction levels; identifying revenue opportunities, etc. The International CRE Awards is considered as the **World Cup for Customer Relationship Excellence** and world class benchmarking.

The Customer Service Quality Standard (CSQS) is the CRE Model and Standard. All applicants from different industries will be assessed against the CSQS criteria to check for compliance and achievements in the 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 **2-3 June 2016**. **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 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. **The Expo** is organized in conjunction with the **Expo Innovation Awards** dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in **Digital, Social, Mobile, Big Data, Cloud and CRM, Contact Center, BPO, eCom, Security**.

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.

International CRE & CSQS Leadership Summit 2016, June 2-3 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.

HK International Customer Relationship Excellence & Innovation Expo 2016, June 2-3

www.apcsc.com/expo/index.asp

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

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.

Expo Innovation Awards 2016, June 2-3

www.apcsc.com/expo/2015winners.asp

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**.

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, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC_CRE.