


Customer Relationship Excellence Awards




Many companies are providing superior Customer Service and support to their customers. In order to recognize this effort, APCSC conducts International Customer Relationship Excellence (CRE) Awards annually, which is built and based on **world class service standards** and **Customer Service Best Practices**. With our global education partners, International Council of Customer Service Organizations, APCSC brings a new level of **International Customer Service Quality Standard (CSQS)** as the judging criteria for organizations to aim for.

Winners of 2019 International CRE Awards



“Lighting up Hong Kong since 1890, HK Electric has established a proud heritage of providing a safe and highly reliable electricity supply at a reasonable price to customers on Hong Kong and Lamma islands. We strive to surpass our customers’ expectations through continuous improvements in our services. Since 1997, our supply reliability rating has been maintained at over 99.999% – one of the best records in the world. This year, we are honoured to have won the ‘Public Service of the Year (Public Utility)’ Award for 11 consecutive years and nine individual awards in the APCSC CRE Awards. These awards recognise our efforts in pursuit of excellence, while driving us to serve our customers even better.”

Mr. Raymond Choi, General Manager (Customer Services), HK Electric



 中国电信 CHINA TELECOM Global Support Services 	 Contact Center of the Year Global Support Services Best Customer Experience Management 	 恒基兆業地產集團 物業管理部 HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT 傳邦 WELL BORN 恒益 HANG YICK 物業管理有限公司 物業管理有限公司 Best Corporate Brand of the Year Best Use of Knowledge Management of the Year 	 恒隆地產 HANG LUNG PROPERTIES Employee Engagement Program People Development Program 	 Corporate Employer Contact Center of the Year Best Customer Experience Management
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Categories available in the following areas:

Individual

1. Letter of Application
2. Telephone Interview

For more information on individual awards, please visit <https://www.apcsc.com>

Corporate+

1. Self Assessment Questionnaire
2. Business Case Presentation
3. Mystery Calls / Mystery Visit
4. CSQS Site Assessment
5. Public Web Voting



+As CSQS is an essential requirement in the CRE Awards assessment process, all the participants are required to attend Certificate in Customer Service Management (CCSM) program to prepare for the CRE Awards assessment.

Please indicate which **Corporate categories** you would like to participate in (e.g.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Customer Relationship Excellence - Outstanding Achievement* | <input type="checkbox"/> Best Use of Knowledge Management of the Year | <input type="checkbox"/> Best Shopping Experience of the Year |
| <input type="checkbox"/> Corporate Social Responsibility Leadership of the Year** | <input type="checkbox"/> Employee Engagement Program of the Year | <input type="checkbox"/> Customer Experience Center of the Year |
| <input type="checkbox"/> Corporate Environmental Leadership of the Year** | <input type="checkbox"/> Customer Engagement Program of the Year | <input type="checkbox"/> Customer Service Center of the Year |
| <input type="checkbox"/> Best Customer Experience Management of the Year | <input type="checkbox"/> High Speed Customer Service of the Year | <input type="checkbox"/> Customer Loyalty Program of the Year |
| <input type="checkbox"/> Customer Relationship Marketing Service of the Year | <input type="checkbox"/> People Development Program of the Year | <input type="checkbox"/> Online Customer Service of the Year |
| <input type="checkbox"/> Customer Satisfaction Quality System of the Year | <input type="checkbox"/> Mission Critical Support Service of the Year | <input type="checkbox"/> Best Social Media Program of the Year |
| <input type="checkbox"/> Best Corporate Brand of the Year** | <input type="checkbox"/> Corporate Employer of the Year** | <input type="checkbox"/> Best Use of Technology of the Year |
| <input type="checkbox"/> Innovative Technology of the Year | <input type="checkbox"/> Corporate Service of the Year | <input type="checkbox"/> Field Support of the Year |
| <input type="checkbox"/> Outsourcing Service of the Year | <input type="checkbox"/> Contact Center of the Year | <input type="checkbox"/> Best Internet+ of the Year |
| | | <input type="checkbox"/> Public Service of the Year |

Please indicate which **Individual categories** you would like to participate in and how many individuals per category. You may write the number of participants in the boxes provided (e.g.):

- | | | | | | |
|---|---|--|---|--|--|
| <input type="checkbox"/> CEO/Entrepreneur | <input type="checkbox"/> CEO of the Year** | <input type="checkbox"/> CRM Director of the Year | <input type="checkbox"/> CRM Manager of the Year | <input type="checkbox"/> Project Manager of the Year | <input type="checkbox"/> Project Analyst of the Year |
| <input type="checkbox"/> CS Manager of the Year | <input type="checkbox"/> CS Analyst of the Year | <input type="checkbox"/> CS Supervisor of the Year | <input type="checkbox"/> CS Team Leader of the Year | <input type="checkbox"/> CS Professional of the Year | |

The following option apply to Customer Service Manager, Analyst, Supervisor, Team Leader and Professional Only

- | | | | | |
|---|---|---|---|--|
| <input type="checkbox"/> Contact Center | <input type="checkbox"/> Sales & Marketing (S&M) Center (NEW) | <input type="checkbox"/> Service Center | <input type="checkbox"/> Technical Center | <input type="checkbox"/> Training & Development (T&D) Center |
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*Please kindly note that in order to apply for the “CRE Outstanding Achievement”, you will need to enrol in at least 3 other corporate categories to ensure comprehensive assessment to reflect the Outstanding Achievement.

**Applicants need to apply for 1 additional Corporate Category in order to apply for the specific categories.

Your Details		Company Details	
Full Name		Company Name	
Job Title		Address	
Department			
Email Address		Country	
Telephone & Fa		Postal / Zip Code	

Enrolment

Company Chop & Signature

Date