

Customer Relationship Excellence & CSQS Summit 2007



Asia Pacific Customer Service Consortium held the Customer Relationship Excellence & CSQS Summit 2007 on July 5-6, 2007. The Summit is a regional conference with keynote presentations by world class leading companies, CRE Awards finalists, past winners, and quality experts of the Leadership Community to exhibit and showcase business strategies, customer relationship excellence business cases, and latest quality management systems for customer oriented companies. Presentations were given from the CRE Awards Winners, covering customer relationship best practices. Award winning companies from different service and technology sectors showcased their innovations and customer loyalty successes.

The goal of the Summit is to provide an International Platform for effective knowledge sharing and exemplary customer success leadership and show case for WORLD-CLASS service quality and Customer Relationship Excellence.

Covering All Industries

The Summit is interactive. Conference participants, including attendees, speakers, sponsors and exhibitors have opportunities to share experience, knowledge and networking to establish close relationship in this Customer Relationship Excellence community.

The Summit 2007 is honored to have the following industry leaders as the keynote speakers: Mr W. F. Yuk, Assistant Director of Efficiency Unit, Government of HKSAR; Ms Daisy Lam, Operations Director of Octopus Cards Ltd.; Mr Thomas Mok, Director of Customer Relations Department of Hong Kong Broadband Network Ltd; Dr C. Harry Hui, Senior Lecturer of Department of Psychology, The University of Hong Kong; Mr David Huang, CEO of Chain

Sea Information Integration Co., Ltd; Ms Cally Chan, Country Manager of Outsourcing Services, HP Services, Technology Solution Group, Hewlett-Packard HK SAR Limited; Mr Duncan Wong, Vice President of Customer & Systems Operations, Wharf T&T Ltd.; Ms Gladys Chan, Head of Data Mining and Business Intelligence of American International Assurance Company (Bermuda) Limited; Mr P.N. Ip, Chief Customer Services Engineer of The Hongkong Electric Co., Ltd.; Mr Edward Hui, Director of Airfreight, Hong Kong and South China, DHL Global Forwarding (Hong Kong) Limited; Dr George Q. Huang, Associate Professor, Department of Industrial and Manufacturing Systems Engineering, The University of Hong Kong; Ms Sandra Marlene De Zoysa, Head of Customer Service & Contact Management of Dialog Telekom Ltd.; Ms Jeny Yeung, General Manager, Marketing & Station Business MTR Corporation Limited; Mr Baniel Cheung, Strategic Planning Director of Integral Communications Limited; Dr John Leung, Associate Professor of Department of Marketing, Faculty of Business, City University of Hong Kong.

Best-in-Class Recognition

Meanwhile, APCSC also presented the Best-in-Class (BIC) recognition to the companies who have performed well in the Regional BIC CRM Benchmarking (The Benchmarking) program, which is organized by APCSC annually.

Mr Jason Chu, Chairman of APCSC commented, "Today, benchmarking result is one of the key performance indicators for corporate business success and continuous health check. With more sophisticated and innovative products and service deliveries, successful companies are benchmarking continuously to learn from both their direct competitors and cross industry

competition for best practices implementation and business process breakthrough. Their goal is to become the Best-in-Class company and establish a strong corporate culture for market leadership. With more emphasis on customer experience management, APCSC has dedicated the BIC CRM Benchmarking regional platform to facilitate and refine the benchmarking process for effective learning and knowledge sharing of best practices and market trend. Congratulations to the BIC winners for their tremendous

effort and commitment in up keeping and setting the benchmark in achieving Best-in-Class!"

Customer Service Quality Standard Certification Presentation

Through the Summit and the Customer Relationship Excellence Awards, APCSC promotes Customer Relationship Excellence as a core business value in international cities across Asia Pacific and to recognize companies, business units, teams, and individuals that have

contributed to the success of both their customers and the organizations that they serve.

During the Summit, APCSC officially presented Customer Service Quality Standard (CSQS) site accreditation to DIALOG TELEKOM LIMITED (DTL) and Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management, in recognition of their achievements and high level of compliance to CSQS Level III Strategic Business Unit.



Speakers at the Summit: From left to right, Mr David Huang, CEO of Chain Sea Information Integration Co., Ltd; Mr Thomas Mok, Director of Customer Relations Department of Hong Kong Broadband Network Ltd; Mr Jason Chu, Chairman of Asia Pacific Customer Service Consortium; Ms Cally Chan, Country Manager of Outsourcing Services, HP Services, Technology Solution Group, Hewlett-Packard HK SAR Limited; Mr Duncan Wong, Vice President of Customer & Systems Operations, Wharf T&T Ltd.; Mr W. F. Yuk, Assistant Director of Efficiency Unit, Government of HKSAR



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Benefits of Participating in the Summit

The 2-day interactive and content-rich summit has provided an International Platform for effective knowledge sharing, exemplary customer success leadership and showcase for WORLD-CLASS service quality and Customer Relationship Excellence, with following benefits:

- Case study presentations and sharing from CRE Awards winners and finalists
- Regional Conference for CRM, Service Center & Customer Service, Business Case
- BEST PRACTICES covering customer relationship and innovative technologies
- Gain in-depth insight from cross industry experts
- Local and Global Networking with peers and CRM experts in the field
- Knowledge Sharing and Networking with industry leaders
- Optimize resources to service excellence and business operation
- Maximize ROI and market share through Service Marketing and Service Innovations
- Observe latest trend of CRM development and knowledge management
- Sights on achieving Customer Relationship Excellence (CRE) via the balanced scorecards