



FOR IMMEDIATE RELEASE

## Social Media Best Practices for Customer Relationship Excellence Shanghai CSQS Roundtable held by APCSC

**Shanghai, China –October 19, 2010** – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable together with **Shanghai Vanke Property Services Ltd.** The CSQS Roundtable, with the theme of “**Social Media Best Practices for Customer Relationship Excellence**”, has attracted senior management and experts of Customer Services, CRM, Marketing and PR fields from different industries, including information technology, property services management, banking, logistics and property.

Mr. Jason Chu, Chairman of APCSC did a speech on the topic of “Social Media Best Practices for Customer Relationship Excellence”. He shared best practices and business case studies on the Social Media Network in Customer Relationship Excellence to enhance and integrate with the Marketing and Communication. Mr. Chu said that by establishing effective social media communication channel with customers, businesses not only can facilitate better CRM, they can also cultivate lifetime advocates of their brand. He also mentioned that the potential and influence of social media, such as Facebook and Twitter can be enormous. For Facebook, the number of users is comparable to a nation with the third highest population. Apart from the benefit of high dissemination speed, social media can be used as a new integrated channel in supporting marketing and communication, CRM and loyalty programs, customer survey, customer service and care, customer engagement, crisis management and staff communication and engagement.

Our speaker, Mr. Pan Yimin, Customer Relations Manager from Vanke shared with us on how Vanke has taken up corporate social responsibility by promoting green life at Lang Run Garden. Apart from using environmental friendly building materials, Vanke carried out a series of programs, such as doing garbage classification and organized an environmental team in the community, to encourage the resident for green living.

**The following prestigious panelists and guests also shared the challenges and experiences on the application of social media networks and their creative approaches to improve customer relationship from their company and business section, they include:**

*Ma Chun Fang, Supervisor of Operations Management, Credit Card Centre, China Construction Bank; Betty Liang, Regional Service Account Manager, DHL-Sinotrans; Zhao Zhimin, Deputy General Manager, Personal Banking, Shanghai Branch of Bank of Beijing; Zhang Yan Hui, Director, Forte (Group) Co., Ltd.; Fan Xiao Long, General Manager, Customer Service Center, Credit Card Center, Shanghai Pudong Development Bank; He Chuan, R & D Manager, Highland Asset Management Co., Ltd. (Shanghai).*

In China, the terminology of “Social Network Sites” (SNS) was commonly adopted when discussing social media networks. During the discussion, our panelists and guests raised out the changing customer behavior followed by the emergence of Internet. It is observed that customers tend to have more empowered self-service nowadays. Through the company website, they can make purchases, receive product information and delivery update. Also, opinion leaders in SNS are posing strong influence to the online communities. Their thoughts and recommendations about a brand or a particular product can arouse others’ attention easily. Our panelists believes successful social network programs can engage customers better in allowing higher customer retention, reducing customer attrition and brand switches. The guests mentioned that different Social network channels aggregate different social circles. For instance, users of hexun.com (和讯网) are likely to be more financial professionals, and users of soufun.com (搜房网) tend to be property professionals, buyers and sellers. Moreover, counterfeit websites may cause damages to the brand image. It is suggested that company should work closely with the online search engine service provider, e.g. Google, Yahoo! and Baidu, to avoid the high ranking of the counterfeit website being shown in the search result.

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### Asia Pacific Customer Service Consortium ([www.apcsc.com](http://www.apcsc.com))

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “Customer Relationship Excellence 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 governments, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for CRM, Customer Service, Contact Center with global education partners and international membership organizations to set World-Wide Standards.

### Customer Relationship Excellence Awards (CRE Awards)

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.

### About Customer Service Quality Standard (CSQS)

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 highest certification awarded to customer centric service organizations 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 deliver the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

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**For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com)**