



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Social Media Network in Customer Relationship Excellence 1st joint CSQS Roundtable with Malaysian University College

Selangon, Malaysia –August 18, 2010 – Asia Pacific Customer Service Consortium (APCSC) held a Customer Service Quality Standard (CSQS) Roundtable together with Taylor’s University College in Malaysia. The CSQS Roundtable, with the theme of “**Social Media Network in Customer Relationship Excellence**”, has attracted experts and senior managerial level of CRM, Marketing Customer Service fields from different industries including public, financial, retail and academic sectors in Malaysia on the impact and opportunities of Social Media.

Mr. Jason Chu, Chairman of APCSC 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, CRM & Loyalty Programs, Customer Survey Customer Service and Care, Customer Engagement, Crisis Management Staff Communication and Engagement. Mr. Chu concluded, “In the social media age, more and more customers are shifting their attention of news, media and networking preference from traditional marketing approaches to personalized social media network. Leading brands are influencing their customers and engaging them through continuous updates, interactions of long-term customer relationship management via social network channels of customers’ preferences. Companies need to start long term planning and strategy in leveraging the new diverse and integrated channel for Customer Relationship Excellence.

The following prestigious panelists 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:

- Mr. Loy Teik Inn, Vice President of Institutional Marketing, Taylor's University College, Malaysia
- Mr. Ir. Nirinder Singh Johl, Assistant General Manager (CRM), Tenaga Nasional Berhad, Malaysia
- Ms. Tracy Fang, Senior Training & Development Manager (Regional), Wing Tai Retail Pte Ltd, Singapore
- Mr. Safuan Idris, Head of Service Quality & Research Section, SIRIM Berhad, Malaysia
- Mr. Ko Kim Hooi, Executive Secretary, Malaysian Association of Private Colleges & Universities, Malaysia

The CSQS Roundtable was held by APCSC jointly with Taylor’s University College who also participated in the CCSM Certification Program. In order to enable more companies in Asia Pacific Region to learn more about the Customer Service Quality Standard, so as to achieve customer relationship excellence.

Asia Pacific Customer Service Consortium (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.

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.

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