

# CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo



## 2012 Customer Relationship Excellence Awards Official Launch

## 2012 Asia Pacific CRE Awards Dinner Ceremony



# CRE Journey & Partnership into a brighter future



Customer Relationship Excellence Awards 2012 Winner Group Photo with Mr. Jason Chu, Chairman of APSCS at Asia Pacific CRE Awards Dinner Ceremony 2012

### International Service Icon

Recognizing outstanding governments, firms, business units, teams and individuals at all levels, from frontline to CEOs, for their performance in providing contributions to customer relationship, Asia Pacific Customer Service Consortium (APCSC) has launched the Customer Relationship Excellence (CRE) Awards since 2002.

The goals of the international CRE Awards are to promote customer service quality and CRE across Asia Pacific, and recognize the firms and individuals that have contributed to the success of both their customers and the organizations they serve.

Winning the CEO of the Year, Ms. Randy Lai, Managing Director, McDonald's Restaurants (Hong Kong) Limited said, "I am very honored to be awarded this prestigious accolade! The winning of this award further recognizes McDonald's commitment to uphold our service pledge. We will continue to nurture a harmonious and opportunistic workplace for our employees to drive our business to new heights."

Hong Kong Disneyland Resort has won both the CRM Director of the Year and the CRM Manager of the Year, and Mr. Noble Coker, Vice President, Park Operations said, "We are honored to have two of our team members in different levels recognized for their commitment and examples of putting our guests first. The team has been working relentlessly to establish an experiential environment that is unique to our cultural context while exemplifying the Disney service heritage. Our guests have told us that our Cast Members are what makes the Hong Kong Disneyland experience special and we are gratified and excited to see that their devotion being recognized by the industry as well."

### International Benchmark for CRE Leaders

All nominees from Corporate and Individual Categories have to go through rigorous assessments to ensure holistic and impartial evaluation for their contributions to CRE Leadership.

Each of the nominees has to submit a comprehensive balanced score card of self assessment and a business case presentation, followed by a Customer Service Quality Standard (CSQS) site assessment and mystery calls conducted by the judging panel. A public web voting and a final round of judging by a panel of CRE experts round up the evaluation.

The selection process is to guarantee that each winner meets the highest standard of CSQS for the benefit of the firms, staff, and customers. In the long run, CRE & CSQS is the foundation for brand building, customer loyalty, and the standard of customer service in the future internationally across and beyond the Asia Pacific region.

### CRE Consecutive Years Participation

Joining from China for the 6th year, China Pacific Life Insurance Co., Ltd. (CPIC) for the first time has received Customer Relationship Excellence - Outstanding Achievement from APCSC representing the highest honor. Mr. Xu Jinghui, Chairman of CPIC shared happily, "The recognition of CRE Outstanding Achievement is both recognition for the performance we have achieved, and also an encouragement for our future endeavors. All of us in CPIC will work harder and devote ourselves with mind and wisdom to create a brighter future for the insurance industry in China."

Joining for the 8th year, Mr. Alkin Kwong, Vice Chairman & Chief Executive, Hong Yip Service Co. Ltd. expressed, "It is our honour to be the winner with two distinguished trophies, 'Corporate Health and Safety Achievement of the Year' and 'Contact Centre of the Year' presented by APCSC this year. Thanks to our staff and the all-round management system, we have been awarded the CRE Awards for 8 consecutive years."

Joining for the 10th year, Mr. Suen Kwok Lam, MH, JP, Executive Director, Henderson Land Group stated, "Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management had been awarded 'Customer Relationship Marketing Service of the Year and Corporate Environmental & Social Leadership of the Year' presented by the APCSC. The achievement has fully manifested our continuous commitment to strive for excellence in premium property management services. It is not only served as a proof of customer's recognition, but also a great encouragement to motivate us to attain even better performance."



Consecutive Participation Logos in recognition of organizations' long-term participation.

### Welcome Journey of CRE Discovery

The CRE Awards celebrated its 10th anniversary this year. "The CRE Awards on her 10th anniversary of assessment and recognition has facilitated the trailblazing path to develop proven world class business model CSQS for corporate sustainability and higher achievement. The CRE Awards Committee has been discovering and promoting CRE Leadership, innovation and strategic transformational successes across Asia Pacific," said Mr. Chu.

Seeing the CRE Awards program as an annual discovery journey, Mr. Chu remarked that every year is a breakthrough, and each winner has raised the standards of CRE Leadership, also the CRE Awards as international service icon. Welcome all to take part in the CRE journey and partnership into a brighter future.

### Chairman Message



"On behalf of APCSC and the international supporting organizations, I congratulate you all for the breakthrough successes and perseverance in pursuit of Customer Relationship Excellence (CRE) despite global crises. The CRE

Awards on her 10th anniversary of assessment and recognition has facilitated the trailblazing path to develop proven world class business model CSQS for corporate sustainability and higher achievement. The CRE Awards Committee has been discovering and promoting CRE Leadership, innovation and strategic transformational successes across Asia Pacific. Through the CRE & CSQS Leadership Summit and Hong Kong International CRE & Innovation Expo, we see that the speed of CRE innovation and integration have become the determining factors for business acceleration and market leadership.

Through the CRE journey each year, we empower our people to achieve professionalism and excellence, to excel in leadership, to engage our customers in collaboration, to challenge the old processes, and to raise our performance and customer satisfaction for a higher economic net promoter value. The will and vision to create a sound CRE Strategy and innovation will surely lead us to sustainable growth and prosperity. CRE Leadership is the way forward! We celebrate together as the International Community of CRE Leadership for our outstanding team work, innovation, and pursuit of excellence.

We celebrate our CRE partnership for the common goals because we are working together to create future, discovering the needs of our customers, innovating to meet their future needs today, building new business competence, integrating CRE into our corporate culture and strategy, and making a better future for customers and society. It is truly admirable that you remained focused and determined to take part in the CRE Awards assessment and benchmarking to better yourselves and to set CRE Leadership. On behalf of APCSC and CRE Awards judging panel and organizing committee, congratulations to all of you Customer Relationship Excellence Awards winners!"

Mr. Jason Chu Chairman of APCSC

### Congratulatory Note from Australia

"It's a great honour to be associated with these awards and to be able to congratulate the Asia Pacific Customer Service Consortium (APCSC) for driving Customer Service Excellence across the region. This is the tenth year of the Customer Relationship Excellence Awards and we have learnt over many years of judging these awards just how important it is to be recognised as one of the best of the best in the Asia Pacific region. Once again I would like to congratulate on behalf of the International Customer Service Community all of the finalists and to everyone who is involved with these awards and to congratulate the judges for the hard work they put in. I commend APCSC for these prestigious awards and hope everyone is very proud of their achievement in Customer Service this year."

Mr. Brett Whitford Executive Director Customer Service Institute of Australia



### Congratulatory Note from China

"Congratulations to the success of the 2012 CRE & CSQS Leadership Summit and recipients of the distinguished CRE Awards and CSQS Certification for their pursuit of world class service standards and customer relationship excellence. We have been working with APCSC to develop and organize business projects and best practices papers on CSQS and Customer Service Knowledge Management (CSKM). We encourage and invite the business sector industrialist to submit their business case and research findings for the International CRE and Customer Service Quality Standard (CSQS) Project Awards to improve customer service quality and business management systems and to develop a sustainable future economy!"

Prof. George Huang Department of Industrial and Manufacturing Systems Engineering The University of Hong Kong



### Congratulatory Note from Japan

"Congratulations to Asia Pacific Customer Service Consortium (APCSC) on her 14th anniversary. APCSC has gone through a remarkable period of success in promoting customer relationship excellence and Customer Service Quality Standards in the Asia Pacific. Please also accept my sincere congratulations to the CRE Awards Winners. Moreover, thank you very much for inviting me to speak and participate in the 2012 CRE & CSQS Leadership Summit in Hong Kong. It is my honor to be a speaker of this fantastic Leadership Summit. This event is very productive in knowledge sharing and wonderful learning opportunities for all international industry leaders and professionals. HDI-Japan is cooperating with APCSC to enhance the support service industries in Asia Pacific continuously."

Mr. Tatsumi Yamashita CEO of Help Desk Institute Japan



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## 2011 CRE Awards Corporate Categories

- Customer Relationship Excellence – Outstanding Achievement**  
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Corporate Environmental & Social Leadership (Property Mgt.)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)
- Corporate Health and Safety Achievement (Property Mgt.)**  
HONG YIP SERVICE COMPANY LIMITED
- Global Support Services (Logistics)**  
DHL EXPRESS (HONG KONG) LIMITED
- Global Support Services (Direct Marketing)**  
QNET LIMITED
- Public Service (Public Utility)**  
THE HONGKONG ELECTRIC CO., LTD.
- Customer Loyalty Program (Telecommunications)**  
CHUNGHWA TELECOM CO., LTD.
- Customer Relationship Marketing Service (Property Mgt.)**  
HENDERSON LAND GROUP PROPERTY MANAGEMENT DEPARTMENT (HANG YICK AND WELL BORN)
- Contact Center (Property Mgt. - Under 50 Seats)**  
HONG YIP SERVICE COMPANY LIMITED
- Contact Center (Logistics - Under 100 Seats)**  
DHL EXPRESS (TAIWAN) CORP.
- Contact Center (Logistics - Under 200 Seats)**  
FEDEX EXPRESS HONG KONG
- Contact Center (Credit Cards - Under 200 Seats)**  
AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.
- Contact Center (Telecommunications - Under 300 Seats)**  
ONE2FREE
- Contact Center (Logistics - Under 300 Seats)**  
DHL EXPRESS (HONG KONG) LIMITED
- Contact Center (Insurance - Under - 500 Seats)**  
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Contact Center (Telecommunications - Under 500 Seats)**  
PT XL AXIATA, TBK. INDONESIA
- Contact Center (Logistics - Above 500 Seats)**  
DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Integrated Support Team (Property Mgt.)**  
HOPEWELL REAL ESTATE AGENCY LIMITED – KITEC MANAGEMENT LIMITED
- Integrated Support Team (Direct Marketing)**  
QNET LIMITED
- Corporate Service Team (Property Mgt.)**  
CITYBASE PROPERTY MANAGEMENT LTD. – THE CENTER
- Outsourcing Team (Credit Cards)**  
AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.
- Best Use of Technology (Telecommunications)**  
PT XL AXIATA, TBK. INDONESIA
- Best Use of Technology (Insurance)**  
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Customer Service Center (Property Mgt.)**  
GOODWILL MANAGEMENT LIMITED (A MEMBER OF HENDERSON LAND GROUP)
- Customer Satisfaction Quality System (Property Mgt.)**  
HOPEWELL REAL ESTATE AGENCY LIMITED – HOPEWELL CENTRE MANAGEMENT LIMITED
- Customer Satisfaction Quality System (Public Relations)**  
ARIES CONSULTING LTD.
- Best Use of Knowledge Management (Property Mgt.)**  
HOPEWELL PROPERTY MANAGEMENT CO., LTD.
- Best Use of Knowledge Management (Direct Marketing)**  
QNET LIMITED
- Best Customer Experience Management (Logistics)**  
FEDEX EXPRESS HONG KONG
- Best Customer Experience Management (Property Mgt.)**  
GOODWELL PROPERTY MANAGEMENT LIMITED
- High Speed Customer Service**  
THE HONG KONG JOCKEY CLUB, TELEBET DEPARTMENT, PREMIER SERVICES CENTRE
- High Speed Customer Service (Property Mgt.)**  
GOODWILL MANAGEMENT LIMITED (A MEMBER OF HENDERSON LAND GROUP)
- Innovative Technology (Insurance)**  
CHINA PACIFIC LIFE INSURANCE CO., LTD.
- Innovative Technology (Logistics)**  
DHL EXPRESS (TAIWAN) CORP.
- Merit – Contact Center**  
QNET LIMITED



CSQS on-site Assessment - PT XL Axiata, Tbk. Indonesia, accompanied by Cut Noosy Keumalafajri, General Manager of Customer Service Department and Rudy A. Dalimunthe, Senior Manager

## World leaders gather around for CRE, Innovation and Expo



CEO Luncheon Forum – Day 1 (left to right): Eric Lee, VP, Digital Marketing of RHB Investment Bank Berhad; Xu Ziyang, GM of Direct Banking Center of China Merchants Bank; Tatsumi Yamashita, CEO of Help Desk Institution of Japan; Jason Chu; Stephen Wong, Director and GM, Asia Miles Limited of Cathay Pacific Airways; Jason Cheung, Partner of Accenture



CEO Luncheon Forum – Day 2 (left to right): Al Kwok, Principal IP Advisor of STARS Foundation; Daniel Yen, CEO & Founder of Digital Marketing ROI; Jason Chu, Chairman of APCSC; Agnes Mak, Executive Director of Hong Kong Productivity Council; Mark Liu, eCommerce Director of Yahoo; Eric Cheng, Head of China ICT of Finpro

### CRE and CSQS Leadership Summit

Entering her 15th year, APCSC has successfully held the 10th CRE and CSQS Leadership Summit 2012 in Hong Kong this June. International keynote speakers were invited together with CRE Awards winners and delegates gathered to share their views from HK, China, Australia, Japan, Singapore, Philippines, India, UK, Malaysia, Taiwan, etc. This year's theme is "Discovering CRE Innovation & Integration, Meeting Future Customer Demand Today."

A wide range of topic has been covered to lead the audience to explore myriad aspects; from digital marketing, web support portal, CEM, customer and staff engagement, corporate social responsibility, to cross-channel strategies of CRE. The Leadership Summit has served as an interactive and inspirational platform for guests to mingle and effectively exchange ideas and expertise.

### CEO Luncheon Forum on Loyalty and KM

Two of the many topics addressed at the forum were: Total Customer Loyalty Management of Sustainable Growth and Knowledge & Service Leadership for Higher ROI. At the CEO Luncheon Forum, APCSC also invited the CEO's to have in-depth discussion on customer relationship excellence related issues as well as to answer questions raised by the audience. Tatsumi Yamashita, CEO of HDI Japan, acknowledged the needs for bridging the gap between online and other means of customer service. He drew on the implication from Japan Benchmarking Study Report and the development of online customer service and call center support with those that the firm has already established.



CSQS on-site Assessment – Chunghwa Telecom Co., Ltd., accompanied by Yi-Ching Chen, CEO; Christine Tseng, Company Director; Joe Wu, Senior Director; Chun-Jen Huang, Director of the Department of Customer Service

### Best-in-Class Certification

APCSC presented the Best-in-Class Certification during the CEO Forum to DBS Bank (Taiwan) Ltd who has performed well in the Best-in-Class CRM Contact Center Benchmarking Program organized by APCSC annually. Honored with the Best-in-Class Certification in the area of Integrated Financial Service Management, DBS Bank Taiwan aims to work towards becoming the Asian Bank of Choice for their clients. Jason Chu emphasized that customers are conducting benchmarking through their daily experiences from each transaction and every service encounter. Their benchmarking results become input to their future purchase decisions. Likewise, successful firms consistently conduct and participate in internal external benchmarking to collect market intelligence from customers and competitors to learn new ideas, identify best practices and

set targets and standards in order to sustain and advance their market position.

### CRE & Innovation Expo

In addition to the dynamic market in Asia Pacific, the development of CRE especially regarding innovation is immense. On recognizing firms which performed well in innovative products and services, APCSC launched the Hong Kong International CRE & Innovation Expo Innovation Awards and presented them during the Expo, which was co-located with the 10th annual CRE & CSQS Leadership Summit.

"Through the International CRE Innovation Expo, we see that the speed of CRE innovation and integration have become the determining factors for business acceleration and market leadership. One thing these Expo Innovation Awards winners and market leaders have in common is the ability to continuously transform themselves to offer products and services that are ahead of the competition," stated Jason Chu



Amy Lee, Vice President of DBS Bank (Taiwan) received the Best-in-Class Certificate and Trophy

### 2012 CRE Awards Dinner Ceremony

The winners of the 10th CRE Awards celebrated their impressive achievements and shared the joy at the Asia Pacific CRE Awards Dinner Ceremony climax after the end of day 2 Leadership Summit.

"Through the CRE journey each year, we empower our people to achieve professionalism and excellence, to excel in leadership, to engage our customers in collaboration, to challenge the old processes, and to raise our performance and customer satisfaction for a higher economic net promoter value. The will and vision to create a sound CRE Strategy and innovation will surely lead us to sustainable growth and prosperity. CRE Leadership is the way forward!" concluded Jason Chu, Chairman of APCSC at his keynote speech.

A total of 35 awards from the Corporate Category and 43 from the Individual Category were announced that night.



2011 CRE Awards Winners Individual group photo

## Winners List Individual Categories

- CEO of the Year**  
WILSON IP CHUN HENG, BONJOUR HOLDINGS LTD (Retail)  
RANDY LAI, MCDONALD'S® RESTAURANTS (HONG KONG) LIMITED (Hospitality)
- CRM Director**  
JOHNNY CHAN CHI WAH, HONG KONG DISNEYLAND RESORT (Entertainment)  
MARIA LOURDES T. CALUZA, QNET LIMITED (Direct Marketing)  
KOERT BREEBAART, SAP ASIA PTE LTD (IT)
- CRM Manager**  
RICK CHEUNG TAI FAI, STANDARD CHARTERED BANK (HONG KONG) LIMITED (Retail Banking)  
KELVIN CHEUNG KA CHUN, CITIC TELECOM INTERNATIONAL CPC LIMITED (Network Communications)  
RUDY AZHARI DALIMUNTHE, PT XL AXIATA, TBK. INDONESIA (Telecommunications)  
JENNIFER SHAM WAI PO, QNET LIMITED (Direct Marketing)  
ANDREW CHAN WAI HUNG, HONG KONG DISNEYLAND RESORT (Entertainment)  
JUBI WANG ZHI RONG, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD. (Logistics)
- Customer Service Manager (Contact Center)**  
HAWK SUN MING HUNG, DHL EXPRESS (TAIWAN) CORP. (Logistics)  
DOROTHY LEE CHUNG NGA, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)  
WENDY CHOW WAI LING, THE HONG KONG JOCKEY CLUB (Entertainment)  
SDANLIA WONG SHUK MAN, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)  
PUSHPALATHA BALAN, QNET LIMITED (Direct Marketing)
- Customer Service Team Leader (Contact Center)**  
SANDRA CHUNG WING SHAN, THE HONG KONG JOCKEY CLUB (Entertainment)  
JENNY TANG, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)  
JANET CHANG SIU CHU, DHL EXPRESS (HONG KONG) LIMITED (Logistics)  
BETTY WANG QIAO HUI, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)
- Customer Service Professional (Contact Center)**  
KRISTOFER WONG KING MAN, NEW WORLD TELECOMMUNICATIONS LTD (Telecommunications)  
YEUNG WING YAN, THE HONG KONG JOCKEY CLUB (Entertainment)  
XISON HUANG XI WENG, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD. (Network Communications)  
MIRANDA WAN MEE LING, THE HONGKONG ELECTRIC CO., LTD. (Public Utility)  
WINCY LIAO YING SI, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD. (Logistics)  
EVA SIN WING YEE, QNET LIMITED (Direct Marketing)
- Merit - Customer Service Manager (Contact Center)**  
ALAN LEE NGA LUN, DHL EXPRESS (HONG KONG) LIMITED
- Merit - Customer Service Team Leader (Contact Center)**  
SHAWN FONG CHI WAI, THE HONG KONG JOCKEY CLUB  
GLORIA CHUNG WING KAN, THE HONG KONG JOCKEY CLUB  
CHONG KIT KWAN, THE HONG KONG JOCKEY CLUB  
JEAN WONG CHUN SEE, THE HONGKONG ELECTRIC CO., LTD.  
CAROL HSIAO YI MEI, DHL EXPRESS (TAIWAN) CORP.  
JOHN CHEN HAN QIANG, DHL-SINOTRANS INTERNATIONAL AIR COURIER LTD.
- Merit - Customer Service Professional (Contact Center)**  
ISABELLA WONG YAT WOON, DHL EXPRESS (HONG KONG) LIMITED  
KOFI LEUNG TAK WAI, NEW WORLD TELECOMMUNICATIONS LTD  
RONALD CHEUNG CHEUK KWONG, NEW WORLD TELECOMMUNICATIONS LTD  
ALICE CHOY YUEN YING, THE HONGKONG ELECTRIC CO., LTD.  
GINNY LEUNG CHIN PIK, THE HONGKONG ELECTRIC CO., LTD.  
RANDY TSE TAK SHING, THE HONGKONG ELECTRIC CO., LTD.  
KATY NG WING YAN, THE HONGKONG ELECTRIC CO., LTD.  
ANNIE YU PEI LING, DHL EXPRESS (TAIWAN) CORP.  
DAISY ZHOU DAO XIN, CHINA TELECOM (HONG KONG) INTERNATIONAL LTD.  
MOHAMMED AL-MURTADA SABR ABDELHADI, QNET LIMITED

## Overview of CRE Awards 2012 Process

Open for Application & Nomination CSQS Preparation for the CRE Awards*	Jun- Dec 2012
Application Deadline	*EA Sep 15    ** SA Dec 15
Self Assessment Questionnaire	Jan 31, 2013
Business Case Presentations	Feb 2013
Stage One Screening	Feb- Mar 2013
Mystery Call / Visit	Mar- Apr 2013
CSQS & CSKM On-Site Assessment	Oct- Dec 2012    Jan- Apr 2013
Stage Two Screening	Apr- May 2013
Public Web voting	Apr- May
Final Assessment by Judging Panel	May
CRE Awards Dinner Ceremony	Jun
Press Release & Publication of Newspaper	Jun- Jul

\*EA: Early Application    \*\* SA: Second Application  
\*CSQS Training is mandatory for CRE Awards applications.

# CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo



Malaysia CRE & CSQS Roundtable in August 2011 hosted by Gleneagles Kuala Lumpur Hospital



Singapore CRE & CSQS Roundtable in August 2011 hosted by APF Group Pte Ltd. and HSR Property Group



Hong Kong CRE & CSQS Roundtable in September 2011 hosted by Hopewell Holdings Limited



Shanghai CRE & CSQS Roundtable in October 2011 hosted by DHL-Sinotrans International Air Courier Ltd.



Hong Kong CRE & CSQS Roundtable in October 2011 hosted by The Hongkong Electric Co., Ltd.



Shenzhen CRE & CSQS Roundtable in November 2011 hosted by AEON Information Service (Shenzhen) Co., Ltd.



Shenzhen CRE & CSQS Roundtable in April 2012 hosted by Kingdee Software (China) Co., Ltd., supported by Shenzhen Contact Center Association and China Call-Center Standards



Venus Wong, CRM Manager of Mead Johnson Nutrition (Hong Kong) Ltd., received People Site Certification

## Innovation as key to leap forward

Co-located at the two-day summit was the International Customer Relationship Excellence & Innovation Expo, an event that aims to provide a cross-sector platform for delegates from worldwide to build and strengthen relationships with market leaders.

### New era calls for creative solutions

The Expo not only served as an opportunity for firms from different parts of the Asia Pacific Region to share their tales of success and inspire the visitors. More importantly, it proved that creative solutions vary in forms and scales to target to a firm's needs in order to maximize the return on investment.

### The Expo Innovation Awards

To recognize the exhibitors' impressive introduction of products or services, the Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo Innovation Awards (The Expo Innovation Awards) were for the first time given to five of the outstanding parties, with a theme that echoes this year's CRE Innovation & Integration – "Digital Marketing, Social Media, Mobile Internal and Apps; CRM, Contact Center, BPO, and eCommerce." The firms who were awarded along with the different award categories were:

#### Social Media Customer Service

Eptica Asia Pte Ltd.

#### Mobile Application System Integration

Continuous Technologies International Ltd.

#### Online Investment Brokerage

RHB Investment Bank Berhad

#### Digital Marketing Agency

Avazu Inc.

#### Cloud Dedicated Hosting

DYXnet Group

Winner of from the Social Media Customer Service category, Eptica, for instance, fully utilizes social media customer interaction suites to encourage effective communication among customers. "Our clients are now providing fast, consistent customer service across the web, Facebook and mobile channels, 24-hrs a day. What is critical for consistency of answers is that all these channels share the same knowledgebase," continued Olivier Njamfa, CEO of Eptica. "Excellent customer service is about ensuring customers get the right answers, when they want them, through the channel of their choice."

## Roundtables for world-class distinction

In facing the upcoming challenges brought by the ever-changing economic landscape worldwide, it is important for market leaders to not only focus on local market development, but the latest trends and best practices around the world.

To facilitate customer service professionals and industry leaders, APCSC regularly hosts Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtables across different countries.

### Social Media Global Impact

As the technology era emerges the world as one, the use of social media sites has become a global emphasis. From reaching out to potential customers, responding to enquiries, to connecting with business partners, social media sites are indeed involving in the commercial world. The crucial theme of online marketing and customer service has been brought up in many Roundtables taken place in different continents. In one of the many fruitful Roundtables held in Taipei with Taipei City Government and Taipei Rapid Transit Corp. (Metro), the issue was also discussed.

Through business case studies, many of the delegates agree that social platforms nowadays have a powerful impact on corporate brand building and efficiency of providing innovative services and business models to meet clients' demands. This indicates that under today's highly competitive business environment, what differentiates firms from one another no longer rests on the products and services offered, but more importantly, on the professional and hearty services.

### Customer Service Quality Standard (CSQS)

The CSQS was jointly developed by APCSC and

experienced researchers at the University of Hong Kong, striving to assist firms to achieve world class levels of customer relationship excellence.

It is a three-dimensional accreditation scoring system that takes into account different dimensions of customer service management. This includes Level I: Outsourcing Service Center; Level II: Proactive Service Center; and the highest, Level III: Strategic Business Unit.

"The CSQS is to provide a roadmap for firms to bridge the expectation gap with industry support by the CSQS Committee Asia Pacific. It is also the CRE Awards Standard for the judging and assessment framework awarded to firms that seek to excel in customer relationship excellence," added Chu. "The goal of the CSQS guidelines is to enhance a common understanding of the CRE Awards best practices for firms to improve their business performance, to align the approach throughout the firm, and to improve interdepartmental and company-wide integration."

### Key to supreme customer service

This year, 2 firms garnered the CSQS site certificates. They include Henderson Land Group Property Management Department – Well Born & Hang Yick and China Pacific Life Insurance Co., Ltd.

"We are honored to receive the Customer Service Quality Standard presented by APCSC. This is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment – customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customers," noted Suen Kwok-lam, MH, Managing Director of Henderson Land Group.

## Engage and Empower People

During the two-day Leadership Summit, a number of speakers made some noteworthy comments on employee retention, a seemingly straightforward way to give the business a competitive edge.

### People Site Certification (PSC)

APCSC believes that through investing in provision of professional training to employees, a firm in return can raise the bar of service levels as well as retaining talent and customers. "The present volatile economic uncertainties globally have created greater business challenges in the Asia Pacific. With increasing channels and competitions, customers are more selective with professional pre and post sales services and customer experience cross channels," continued Chu. "Leading firms continue to invest in their people, learn and grow to ensure excellent people development to retain and nurture their most valuable customers and staff."

The People Site Certification established by APCSC is to recognize customer service practitioners' remarkable contribution. Firms awarded with the certificates have over 90% of their Customer Service and Contact Center staffs certified

under APCSC's Global Certification programs and are perceived by the industry as benchmarks.

### Equipping talent to meet market demands

The 3 business units awarded with the People Site Certification this year each represent their respective industry in terms of their excellent customer management systems and dedication to equipping the staff to exceed customers' expectations. They are, Mead Johnson Nutrition (Hong Kong) Ltd., Quality HealthCare Medical Services Ltd., and International Herald Tribune. While the business landscapes do not necessarily look the same for them, what they have in common is the belief and motivation to provide quality service to their customers.

"Through continuous training and technical support, we can ensure that efficient and reliable services are being provided with courtesy and care. This certification is indeed an encouragement to our staff to maintain this professional service standard. Going forward, we will continue to deliver excellent customer service and quality products which exceed our customers' expectations," said Florence Wong, GM of Mead Johnson Nutrition.



Hong Kong CRE & CSQS Roundtable in December 2011 hosted by QNET Ltd.



Taipei CRE & CSQS Roundtable in February 2012 hosted by Taipei Rapid Transit Corporation and Chinese Society for Quality, Taiwan



Guangzhou CRE & CSQS Roundtable in February 2012 hosted by DHL-Sinotrans International Air Courier Ltd.



Beijing CRE & CSQS Roundtable in March 2012 hosted by DHL-Sinotrans International Air Courier Ltd.



Kuala Lumpur CRE & CSQS Roundtable in March 2012 hosted by QNET Ltd.



Shanghai CRE & CSQS Roundtable in April 2012 hosted by China Pacific Insurance Co. Ltd.



Randy Weddle, Managing Director, Asia Pacific, Helena Phua, Deputy Managing Director, Asia Pacific, Gina Wong, from International Herald Tribune, received People Site Certification

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## AEON: Customer-focused strategy as a key

Customer service, as an important part of business, is not only significant in the retail industry, but literally in any kind of operation.

Renowned for attentive service and pioneering strategies, AEON won "Contact Center of the Year 2011" and "Outsourcing Team of the Year 2011" of the Customer Relationship Excellence Award 2011.

Mr. Ivan Wong, Director of AEON Information Service (Shenzhen) Co., Ltd. said, "We are grateful to receive two awards this year as recognition for the team's effort in customer service excellence. This is a big encouragement to our company." He added that the Award gave a valuable opportunity for the team as well as the whole company to share the customer service practices and exchange ideas concerning customer service with partners in the industry, or even beyond the financial business.

"This was a really nice opportunity for us to get to know more about the established practices within our financial business. Moreover, we also learnt the latest trends and know-how of other industries, which are also inspiring to our staff and our company policy."

### Customer-centricity as focus

As a financial enterprise which needs direct contact with customers, customer service has always been one of the major functions in the business. Like its head company in Japan, AEON places special emphasis on what its customers want and strives to offer them the best. "Thinking for our customers is our corporate philosophy," remarked Mr. Wong.

"Of course our call center serves our customers, but our customer-focused strategy doesn't end here. All of our divisions and functions respect our customers and think ahead for them. We have the same stance as our head company -- whether in terms of information processing, examination and approval and many others, customers are always our center of consideration."

Mr. Wong said their team's daily customer

service duties include handling enquiries, examining and approving documents, as well as arranging training and reviewing every single working process. "We need to stay alert and check whether we still have room for improvement, in all of the working processes, as we are fully committed to our customers."

### Learning in every way

The process of the Award lasted for more than six months, Mr. Wong thinks his team has some unforgettable experiences and have learnt a lot. "Our team has put a lot of effort in participating in the Award, and they realized the demand for professional customer service and the relevant factors, which allows us to improve our know-how and bring our customer service level to a new height."

"Internally, our teams are all very eager and willing to participate in this Award. Not only can we share with the industry and the related organizations, but we can also go beyond that to broaden our horizons, and to know more about the customer service excellence best practices, in order to blend them into our own business and make progress and improvement," Mr. Wong declared.

"The learning process is actually more important than the result. We are thankful that this well-recognized Award has made us understand more about customer service excellence, in our own financial industry, and in other business. We have better understanding about the different features of various industries."

He added that one of the gains is that the team knows the demand for customer service is now much different from that in the previous years.

In addition to the basic and established training, Mr. Wong said their customer service department receives comparatively more training opportunities. "To deliver the new products to our customers, we need to provide instant training to our team, so as to cooperate with the marketing department to let the public know more about our new products."

### Keeping up with the times

To AEON, the key to keep innovating in the business is to have mutual or even multi-way communications, instead of one-way. "The old concept was to establish a policy to handle customer service and company operation; but it doesn't work now and it is outdated and not suitable for today's business world." Mr. Wong said standing at the frontline, staying in touch with customers, they need to understand the latest trend and the new developments of the industry, including details like the equipment and working process.

Looking forward, Mr. Wong thinks customer service will become multi-purpose in the future. "We believe that customer service is no longer limited in one single industry. There will be more and more so-called 'ideal demand', and

we have to cater for the customers. They won't expect you to provide financial service either, that's why we need to understand other areas for our daily task as well."

"We always need to get ourselves up-to-date. The future of customer service is even more complex, and we have to provide more comprehensive service. Today, we see the rapid

development of social media, and we expect there will be more channels for customer service. In the past, complaints could be done in written form; but now, customers can send an e-mail and the communication process finishes. As a result, the demand for customer service is going to be higher, and it has to be handled more quickly."



Staff of AEON's call center are given regular training to learn the latest know-how and developments in customer service



AEON achieved "Contact Center of the Year 2011" and "Outsourcing Team of the Year 2011"



Mr. Ivan Wong, Director of AEON Information Service (Shenzhen) Co., Ltd. is honored to receive two awards this year as recognition for the company's effort in customer service excellence



AEON believes that cross-industry exchange of practices of customer service excellence helps improve its business

CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

# Attitude that wins hearts and minds...

It's all to do with attitude, not only having the right kind but one that wins the hearts and minds of those you serve. For a long time, HK Electric has seen with pride how its customer service team has been doing just that, catering tirelessly to the needs of its customers, no matter how small they seem to be or how unique. This year, besides winning a host of individual awards it also swept the Public Service of the Year Award for the 4th consecutive year.

Call Centre Manager Dorothy Lee who received the Customer Service Manager of the Year (Contact Center) award, believed that to satisfy the needs of customers, they needed to be "up to par on details and versatile in thinking". But, above all, be able to empathize with the customer and put oneself in his or her shoes. "Our industry is one where it is highly important to present ourselves with the right tone of voice.

Our attitude must be positive and optimistic and success is measured by how we reach out to our customers and win them over." Miranda Wan, winner of Customer Service Professional of the Year (Contact Center) award, also shared that it was important to understand the needs of customers to work out the best solution.

All new staff have to undergo a series of rigorous training, including classroom training, on-the-job training as well as on-site visits, to familiarize themselves with all aspects of the operation. "Sometimes, our customers call us with technical enquiries and requests relating to a specific department. As we adopt a one-stop policy, we will contact the right person to return such calls directly," says Senior Customer Supplies Engineer S.K. Kung.

Staff commitment to "customer relationship excellence" has seen them rewarded with not only the gratitude of customers, but also their friendship. Jenny Tang, winner of Customer Service Team Leader of the Year (Contact Center) award shared the case of a customer calling regarding his account. "During the conversation, we understand he was an elderly living alone on government



HK Electric wins a series of Customer Relationship Excellence Awards, both in the corporate and individual categories.

assistance. We recommended him to the concessionary tariff scheme which specifically catered to his needs. He was so grateful that he continued sending us cards at festivals, and even presented us with his home-made dishes on more than one occasion."

Jean Wong and Randy Tse from the emergency services team, spoke of another unique case where a woman called in to report a cat that had been trapped in a sub-station. She was most impressed with the swift response of HK Electric and the efficiency with which the emergency team dealt with the problem.

The Company is constantly looking for ways to improve its service as technology is playing a central role in recent development. In a world where mobile phone applications are increasingly prominent, HK Electric is providing iPhone

App for customers to obtain information and to process service requests conveniently. And to provide "total" service, the team also conducts after-service surveys, with the aim of gathering customers' feedback for further improvement. In addition, there are "We Meet on Friday" sessions where customers' views are gathered in a leisure environment and the "Give-Me-5 Survey" which is a simple questionnaire for gathering customers' feedback.

Chief Customer Services Engineer Raymond Choi explained why customer service laid at the core of their business. "Supplying electricity is an everyday business that many people take for granted, as it seems an invisible commodity. Customer service, which directly impacts on how customers rate our company, is pivotal to our success. This is how we rise above the competition. This attitude, in many ways, is the key to HK Electric's sustained success."



HK Electric has been dedicated to service excellence.



"We Meet on Friday" sessions where customers' views are gathered in a leisure environment.

## Growing with You

If there is indeed a magic bean that keeps growing to reach the sky, it will best illustrate HK Electric's commitment to continuously improving our customer services. Year after year, we have been able to meet or surpass our service pledges, and even set for ourselves higher ones, in order to serve our customers even better.

Our efforts and commitment to enhancing the environment and customer services have won us the "Public Service of the Year" award for four consecutive years, while bringing home various individual awards under the Customer Relationship Excellence award scheme.

Also growing are our initiatives to promote low carbon living. Domestic customers are now able to obtain more information on their energy usage pattern on their **electricity bills**. The **Smart Power Centre** continues to promote and advise users on energy efficient equipment or appliances as well as general knowledge on the safe and smart use of electricity. The "**HK Electric Low Carbon App**" is also popular for its useful energy efficiency information and tips, as well as quick access to account information. We are excited to add more new features this year.

To download our free "**HK Electric Low Carbon App**" or find out more about our services, please visit [www.hkelectric.com](http://www.hkelectric.com) or call **2887 3411**.

香港電燈有限公司  
The Hongkong Electric Co., Ltd.

# CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

## Leading the way with a customer-centric approach

Provident excellent customer service is integral to QNET, a direct selling platform which deals with globalized e-commerce. With customers from over 150 countries transacting on their pre-Commerce platform over the Internet, their Hong Kong headquarters and contact center office in Malaysia need to be well-prepared in dealing with different customer enquiries from around the globe – something they clearly excel at.

Their customer service hotline provides 24/7 multi-lingual post-sales service through a customer service hotline, and in an industry where transactions are done online and follow-up done over phone, customer service is of paramount importance. ‘You might find similar products elsewhere, but how we distinguish

ourselves is by customer service. It is what gives us the edge,’ explains Malou Caluza, Chief of Network Services.

She goes on to define good customer service thus: ‘Good customer service is something personal and tailored to the individual. You need to know your customer and their buying habits, so as to improve their buying experience. You also need to be able to take feedback or criticism in your stride. Complaints foster improvement – and in this business, we are constantly looking for improvement.’

Practical measures to achieve customer service excellence may sound simple, but they are not. These include being emotionally ready before they pick up the phone – to engender positive feelings. Self-motivation is key, as it can raise performance.

A happy tone allows the customer to become your friend. Ultimately, it is all about putting aside your personal issues to focus 100% on serving the customer – a humanistic approach in which the caller will never get a machine at the end of the line, but a real person committed to solving their problems.



This has been a definite bonus for the company. ‘Happy staff leads to happy customers, and this in turn breeds prosperity. When a customer appreciates the service, he or she will come back,’ Malou explains. Because of this, the company is keen to keep up their excellent work by providing continuous training programs to encourage learning and improvement. External and internal training sessions and motivational coaching are held for all departments, and reward and recognition is given for those who excel. They also aim to keep abreast of technology, so as to provide a seamless customer service experience through multiple channels for their customers.

‘At heart, we remain a service-centric company,’ says Malou. She points out the fact

that all their emails are signed with the salutation ‘in service’, a testament to how seriously the company takes the pledge. ‘Any given day, we are committed to making our customers happy.’



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# CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

## Continuous Technologies innovate & invest in customer relationship excellence



The Hong Kong International Expo Innovation Awards is established this year by Asia Pacific Customer Service Consortium (APCSC) and Hong Kong Customer Service Consortium (HKCSC) with the goal to promote innovation in improving customer relationship excellence. It aims to recognize innovative products and services in the region, strengthen corporate brands in the industry, and help develop a sustainable business development strategy for the exhibitors at the Expo.

### First winner from Hong Kong

This year, Continuous Technologies International Limited (CTIL) came out on top in the Mobile Application System Integration category of the Expo Innovation Awards, as the only Hong Kong based company – winning praise for its commitment to innovation and customer relationship excellence (CRE). The rest of the other international winners are based out from China, Europe, Malaysia, and Singapore.

Mr. Ian Wong, Senior Partner of Continuous Technologies International Limited (CTIL) said, “We are honoured to receive the 2012 Expo Innovation Awards under the category of Mobile Application System Integration. This award recognizes our focus and effort to offer innovative communications-enabled business solutions.”

CTIL has long established itself as a frontrunner in contact center technology and solutions. Under its operations, thousands of agents in Hong Kong, China and neighboring countries conduct business through their contact center platform, which deals with inbound, outbound and blended communications. Their integrated contact center solution consists of advanced ACD and predictive dialing, unified contact processing for voice, email and web, speech IVR, digital recording, instant message as well as real-time reporting and a myriad other essential management tools. Managing your work life for you through technology, great, forward-thinking customer service is at the center of their business.

### Pay attention and listen to customers

What gives them the edge over competitors is their management’s commitment to CRE, which involves investing heavily in service delivery infrastructure such as systems, tools people and processes to maintain service consistency and quality. At the heart of their service is a willingness to pay attention and listen to the customers’ needs, even as they continue to demand higher service levels.

### Innovative Mobile Enabled Workflow System

CTIL has always been at the forefront of CRE as one of the first company to offer an open, fully-distributed platform, their solutions are specifically focused for rapid deployment of scalable contact center environments from a few to a few hundred agents.

They have also managed to keep abreast of the latest wave of technological changes. With increasing availability of mobile devices, smartphone technology and wireless communication, including 3G and LTE, CTIL has turned its focus onto the Innovative Mobile Enabled Workflow System, which

can substantially enhance service quality and operational efficiency in order to better provide for customers. As Ian says, ‘Commitment to superior customer service levels that meet and even exceed customer expectations is the first step towards our success.’

### Real-time mobile enabled field service

Ian Wong said, “These solutions have proven success in facilitating our clients to effectively gain and retain customers while achieving sustainable competitive advantages.”

CTIL, in particular, offers a real-time mobile enabled field service system that integrates with clients’ business processes and backend systems in order to unify fragmented workflows. The field service applications, e.g., can be customized to optimize benefits to all operating units, are highly scalable, and can enable single logon and corporate information access control. This latest innovation in CRE is testament to their continued commitment to the issue.



Esther Tsang, CS Director from Quality HealthCare Medical Services received PSC from APCSC. The Company also deploys CTIL's contact center solutions.

### Help clients improve service performance

Nowadays, for instance, their services have been extended to include richer call center functions, multilingual and multi-currency services, scalable communications platform to support voice, email and fax interactions, as well as meter reading, charge schemes and billing.

The past year has also seen strides forward in terms of service call handling performance and service delivery performance. Helping their clients to improve call answer rate from 15% to 20%, and reduce clients’ service engineer call volume with successes where their average call time and abandon rate were all reduced by 50% or above.

### CRE as key to competitiveness

“The management needs to realize the importance of customer service capabilities to the performance and competitiveness of their business,” Ian Wong emphasised, “Management commitment and staff buy-in to maintain superior customer service levels that meet and, sometimes exceed customer expectation, is the first step.”

The clients’ service delivery was achieved at lower operating cost, increased service engineer productivity, while better matching of service staff to customer needs was achieved. Job orders were also managed and solved in record time, a marked improvement.

### Monitor and measure performance

The second step towards excellence is investing in service delivery infrastructure such as systems, tools, people and processes. “This is essential to maintain consistency and service quality,” Ian Wong added. A company must also have the means to monitor and measure the performance of each of these essentials and identify areas for further improvement.

The Expo Innovation Awards assesses and recognizes both aspects of Innovation and Customers Relationship Excellence. Firms are assessed through introduction of product or service, business case presentation, summary and write-up, customer feedback and customer satisfaction assessment.

Ian Wong said, “I would like to express appreciation to our staffs who have consistently displayed their competences and commitments to excellence. This award not only serves as recognition of the contribution by everyone in our team but also an assurance of our service focus.”

### Investing in staff learning and growth

To keep up the current level of excellence, the company has attempted to better itself through several measures. These include participating in industry events like the CRE & CSQS Leadership Summit, the HK International CRE & Innovation Expo, as well as engaging professional service and IT support staff in training and professional certification programs. “To improve the support service level, we want to get them to think like the customers – to put themselves into the other’s shoes,” concludes Ian. “We therefore encourage them to undergo constant training.”

### Market trend from voice to data

Innovation, a belief in people, and a belief in technology are key to its CRE strategy. As the market moves from voice to data, with an increasing trend toward the use of social media and online mobile support, CTIL will be ahead of the curve. It will continue to reinforce its customer-centric professional image, provide timely and accurate order status information to customers and stakeholders, as well as improve operation efficiency.

Its Mobile Application solution platform is a case in point. A new launch, it will help bring benefits to other business functions, and other country operations, by providing integration on the following items - smartphones and mobile devices, information systems (GIS), mobile field service, as well as location-based applications tracking mobile resources with GPS.



Tommy Fung, Assistant Vice President, Technical Services from Continuous Technologies International Limited, received the Expo Innovation Awards Certificate and Trophy.

### Flexibility and customer oriented

“We believe that a technology service provider must offer flexible solutions that can easily accommodate the ever-changing demands of a growing, global clientele,” says Ian.

Evidently, technology and people – two disparate yet inseparable themes, are at the heart of CTIL’s CRE revolution. Helping people navigate a world of technology, and staying close to their technological needs, CTIL strives to move forward with its vision of a customer-oriented future.

Ian Wong, said, “We are honoured to receive the 2012 Expo Innovation Awards. This award recognizes our focus and effort to offer innovative communications-enabled business solutions. We will continue to meet and exceed customer expectations through innovative products and professional services.”

### ‘Delighting you Always – A partnership with Canon’



Collaborated by Canon Hong Kong and CTIL, the CRM solution is to be introduced to other cities in Asia Pacific

For Canon, CTIL devised a whole new CRM system for the company, to much-praised effect. With the aid of Blackberrys and mobile, wireless, technology, the system greatly raised efficiency for its customer care and repair services. After implementation, both at their call centre and amongst their repair workforce, mistakes were weeded out, and 60% of customers got their repairs sorted out within the first 2 hours, 85% within 4 hours. And not only was efficiency greatly raised, it was also accompanied by lower production costs, benefiting both the company and Canon customers.

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“Eptica enables Ageas to operate the highest quality service model at the lowest operating cost”

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Customer service costs reduced by 40%, **AirAsia**

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Eptica wins the Hong Kong (CRE) Innovation Award for Social Customer Service

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Fast-growing low cost airline AirAsia has fully embraced social media to communicate with its customers around the world. To improve customer experience and reduce service costs, AirAsia introduced Eptica Self-service as a centralised, self-service system to answer customers' questions on its website, Facebook and via mobile. Making Eptica's self-learning knowledgebase available across these channels ensures that AirAsia can provide customers with immediate and consistent answers to their questions without them having to switch channels.



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Eptica future proofs your customer service by managing all customer interactions through a common platform and workflow, organised around a centralised self-learning, multi-channel knowledgebase to power the answers to your customers' questions.

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