

# 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.'



THE BEST PRODUCTS  
IN THE RIGHT BUSINESS

**QNET**

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