

International CRE & CSQS Leadership Summit 2014 & Hong Kong International CRE Innovation Expo

# CRE Thought Leadership in O2O era



Group Photo of Summit Day 1



Group Photo of Summit Day 2

Co-located with the CRE Awards Ceremony, the International CRE & CSQS Leadership Summit 2014 invited international keynote speakers to share their innovative insights and panel discussions for stimulating exchanges and in-depth studies on the future CRE trends – the era of O2O (Online to Offline).

Organized by APCSC, the Leadership Summit 2014 is the one-of-its-kind event in Asia to provide a professional platform for international global leaders and pioneers to exchange and update the latest trends, further promote CRE Leadership and the means to achieve it.



CSQS on-site Assessment - Astro Customer Lifestyle Center in Malaysia

### Digitalization & Personalisation Age

This year's summit shed light on the theme: O2O Online and Offline Integration on Customer Experience Management for CRE Customer Journey.

The 2-day Summit was divided into 4 discussion sessions, with topics on O2O Integration, e-Commerce, mobile, cloud service trend, etc., for industry top leaders from all over the world to share their innovative successes.

Mr. John Jansen, VP of International Marketing, Interactive Intelligence Inc. from the US shared their researches on the consumer habits and social media, thus provided critical insights on CRM strategies planning for better ROI.

Making use of social media and email systems to discover potential customers and cultivate them is another hearty sharing from Mr. Frits Storm, Country

Director of Tripolis Solutions from Netherlands. The practical tactics have helped provide individualized real-time information customer experience to enhance the O2O returns.

### International Insights from CEO Forums

The CEO Luncheon Forum was the stage for top leaders sharing their visions, achievements to enlighten the audience. On the day 1 CEO Forum, Mr. Chang Jian, GM of Lenovo Group Service Delivery Unit, China, talked about how the brand's customer centric online feedback platform to promote word of mouth and transparency to enhance employees' sense of belonging and customers' loyalty, while Mr. Jason Chu, Chairman of APCSC, discussed with leaders the key factors for O2O marketing and customer journey integration.



CSQS on-site Assessment - Advanced Contact Center accompanied by Jaiporn Srisakul, Managing Director

In the day 2 CEO Forum, Mr. Tom Mehrmann, CE of Ocean Park Hong Kong, highlighted the theme park's innovations for sustainability in the past decade, and Mr. Tatsumi Yamashita, CEO of Help Desk Institute from Japan summarized the customer service culture and experience trend in Japan's cross industries benchmarking to uplift customer satisfaction.

### CSQS raise customer satisfaction

As a highlight of the summit, Prof. Huang from HKU presented the CSQS site certification to Henderson Land Group Property Management Department - Well Born Real Estate Management and Hang Yick Properties Management, and Nexanguard in recognition of their achievements and high level of compliance to CSQS in 2014. Mr. Adrian Luwa,



CXO Forum - Day 1 (left to right): Authur Zhang, General Manager, Online Service Delivery of Lenovo; Mike Mi, President of Academy of Contact Center & BPO; Jason Chu; Malcolm Chiu, CIO of QNet; John Janson, Vice President, International Marketing of Interactive Intelligence; Frits Storm, Country Director of Tripolis Solutions



Suen Kwok Lam, MH, JP, Managing Director of Henderson Land Group received the CSQS Trophy and Asia Pacific CSQS Committee Member Certificate. They have also won the CRE Awards for 12 consecutive years

Operation Director of Nexanguard pointed out, "Nexanguard achieved CSQS certification in 2013, but that has not stopped us from continuously improving our customer experience—our customer satisfaction has risen nearly 20 percent compared to last year, due to a number of improvements, even as our customer base continues to grow at a rapid pace."

APCSC developed the Customer Service Quality Standard (CSQS), also the CRE Awards standard, with Prof. George Huang and researchers from Hong Kong University (HKU), and industry support from the CSQS committee Asia Pacific. Chu pointed out: "CSQS 12.0 has incorporated customer experience management and lifecycle management to help companies accelerate and stay ahead of the competition."



Brian Wan (right 1), Senior Customer Service Manager of Nexanguard received the CSQS Certificate and Trophy from Prof. George Huang (left 1), Dept. Head of Industrial and Manufacturing Systems Engineering, HKU



CEO Forum - Day 2 (left to right): Arist Yue, Telebet Manager (Tsuen Wan & Tsing Yi) of The Hong Kong Jockey Club; Tatsumi Yamashita, CEO of Help Desk Institute, Japan; Jason Chu; Thomas Yip, Managing Director of Seascope Risk Services (Hong Kong) Limited



CEO Forum - Day 1 (left to right): Prof. George Huang, Department Head of Industrial and Manufacturing Systems Engineering of HKU; Jason Chu; Song Xue Wu, Senior Director, Haier Electrical Appliance Co. Ltd.



CXO Forum - Day 2 (left to right): Sammy Kam, Technical Director of Octopus Cards Limited; Jason Chu; S.T. Chan, Senior Customer Supplies Engineer of The Hongkong Electric Co., Ltd.



CSQS on-site Assessment - DHL Express Taiwan accompanied by Angie Hung (right 1), Senior CS Director and Andy Lai (left 1), Manager, Customer Care & Key Account Desk



CSQS on-site Assessment - Hong Kong Airlines accompanied by Crystal Chan (right 1), Customer Services Supervisor



CSQS on-site Assessment (right to left) - Henderson Land Group Well Born Property Management accompanied by Patrick Cheng, Assistant General Manager and Unique Wong, Senior Property Manager



CSQS on-site Assessment - Hongkong Electric accompanied by S.T. Chan (left 1), Senior Customer Supplies Engineer



CSQS on-site Assessment - The Hong Kong Jockey Club accompanied by Pinky Mui (left 1), Branch Manager and Rainie Chan (right 1), Assistant Branch Manager



CSQS on-site Assessment (right to left) - Shanghai Wheelock Square Development Ltd. accompanied by Melody Siu, Assistant Marketing Services Manager and Bess Huang, Senior Concierge Manager

## CRE Innovation Expo & Awards on CEM & Apps

The third edition of Hong Kong International CRE & Innovation Expo provide a cross industry platform to promote innovative solutions in solving business challenges in the customer centric economy. With the theme of "Digital, Social, Mobile, Apps & Ads; Cloud, CRM, contact center, BPO, eCom & Security", this year's Expo gathers visionary exhibitors from different continents, and takes the depth and breadth of discussions to new levels.

Mr. Jason Chu, Chairman of APCSC, stated: "The speed of CRE innovation and O2O integration have become the top priority for business transformation and market leadership."

The Expo Innovation Awards were also presented at the Expo to recognize the firms that have demonstrated innovative capability in solving business challenges with successful cases and cutting-edge management systems.

### Engaging Mobile Customers Online

This year's "mCommerce Customer Engagement Apps" winner, QNET Ltd, successfully launched 3 mobile apps to provide unique engaging user experience on smartphones. Mr. Haldun Arin,

CEO of QNET said: "Our journey in realigning our global eCommerce business with mobile is a long but rewarding one, and in many ways we are only beginning. This award is just fantastic encouragement for us, especially for the team at QNET who have worked so hard to bring the apps to life."

### Successful Integrated Digital Campaign Case

The award of "Integrated CEM Digital Campaign" belongs to Tripolis Solutions this year. Mr. Joost Nienhuis, CEO of Tripolis Solutions BV



Malcolm Chiu, CIO from QNet received the Expo Innovation Awards Certificate and Trophy

from The Netherlands said: "With this campaign, we show that an integrated digital campaign delivers perfect timing, relevant content, showing current and available offers coupled with real time prices. Winning this prestigious Expo Innovation Award for the 2nd consecutive year not only shows the success of our long-term efforts in developing this innovative software, it also clearly marks a new and integrated way of Digital Campaigns for marketers worldwide."



Frits E. Frase Storm, Country Director from Tripolis Solutions, received the Expo Innovation Awards Certificate and Trophy