

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



Hong Kong Certificate in Customer Service Management (CCSM) Training in January 2014 from senior management of Hong Kong Airlines, AIA Bhd., Manulife (Singapore), Hang Lung Properties, HK Jockey Club, Nexxusguard, Make The Right Call, Richemont



4 Market Leaders Awarded with People Site Certification from APSCS. The awardees are (right to left): Quality HealthCare Medical Services Ltd., Mead Johnson Nutrition (Hong Kong) Ltd., China Telecom Global Limited, GIA Hong Kong Laboratory Ltd.



Singapore Certificate in Customer Service Management (CCSM) Training and Site Visit in DHL Express Singapore in October 2013 from senior management of RHB Bank Berhad Singapore, PT Plaza Indonesia Realty, Tbk, DHL Express Singapore, Plaza Indonesia Shopping Center



Taipei Certificate in Customer Service Management (CCSM) Training and Site Visit in Chungghwa Telecom in March 2014 from senior management of Advanced Info Services (Thailand), DHL Express Taiwan, accompanied by Benjamin Lin, Director, Chungghwa Telecom



Shenzhen Certificate in Customer Service Management (CCSM) Training in January 2014 from senior management of DHL-Sinotrans, Shanghai Wheelock, AIA Shenzhen, Lenovo, China Pacific Life Insurance, China Telecom Global

PSC Awards Best Employers Efforts

The People Site Certification (PSC) is an accreditation offered to APSCS Member Companies that have over 90% of their Customer Service and Contact Centre staff remain certified under APSCS's Global Certification program.

World Class Professional Service

4 market leaders won the PSC certificates and trophies this year in recognition of their people development and commitment in providing world-class professional services covering Hong Kong, Asia Pacific and Global markets:

- China Telecom Global Limited
- GIA Hong Kong Laboratory Ltd.
- Mead Johnson Nutrition (Hong Kong) Ltd.
- Quality HealthCare Medical Services Ltd.

Customer Relationship Key to Success

Mr. Li Qing, VP of China Telecom Global said, "We are honored to receive the People Site Certification award from APSCS. This is the recognition of our efforts and commitment to provide top quality customer service. We believe good customer relationship is the key to success in the telecom market and this certification is an encouragement to our staff to maintain this professional service standard."

"Congratulations to the People Site Certification companies for their successes in motivating and nurturing both their employees and customers with a strong commitment, engagement and customer experience management strategies to lead the market and to achieve stronger satisfactions, relationships and loyalty." Chu expressed, "Congratulations to their customer facing employees in achieving the professional certifications."



Hong Kong Certificate in Customer Service Management (CCSM) Training in November 2014 from senior management of HK Electric, Prudential, IBM, DHL Express HK, Henderson Land Group



Shanghai CRE & CSQS Roundtable in April 2014 hosted by Shanghai Wheelock Square Development Ltd.



Kuala Lumpur CXO Forum in April 2014 hosted by AIA BHD



Beijing CRE & CSQS Roundtable in April 2014 hosted by Lenovo Group Beijing



Taipei CRE & CSQS Roundtable in December 2013 hosted by Chinese Society for Quality



Guangzhou CRE & CSQS Roundtable in March 2014 hosted by DHL-Sinotrans International Air Courier Ltd.

CRE&CSQS Dialog Shape Future

Every year, APSCS hosts Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtables (RT) and CXO Forums across international cities to provide a professional platform for firms to create thought leadership, dialogs, and benchmarks with best practices across cultures. "Together, we embark on a refreshed vision and mission to pursuit, support, research and share best practices together among the CRE Leadership and collaborate through the CRE & CSQS Roundtables and CXO Forums in international cities." Chu concluded, "CRE Leadership is a Journey of Championship!"

Integrate & Innovate to Market Changes

Since August 2013 to April 2014, APSCS has hosted up to 20 roundtables in Asia Pacific region with CRE innovations and integrated digital, social, mobile solutions as themes discussions.

APSCS held RT's in HK, Singapore, KL, Bangkok, Taipei with corporate members jointly with Hong Kong Jockey Club, DHL Express, Astro, AIS, etc. with the theme of "Digital, Social, Mobile Innovation Excellence and Service Leadership". It attracted enthusiastic participation of professionals from diverse disciplines to exchange the best practices.

02O Focus in BJ, SH, GZ, SZ, HK

In one of the many fruitful roundtables held recently in Beijing, Shanghai, Guangzhou, Shenzhen, HK, APSCS co-organized with Leveno Beijing, Shanghai Wheelock Square, DHL-Sinotrans, AIA, Prudential, senior executives shared different aspect on customer experience management and perspectives under the theme of "02O Online and Offline Integration on Customer Experience Management for CRE Customer Journey". Wheelock Square talked about how their innovative one-stop concierge management and brand-building strategies transformed the property into the highest rent commercial tower in Shanghai.

Transformation for Customer Contact Centers

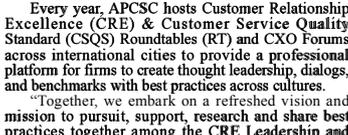
Some of the roundtables in Hong Kong and Shenzhen focus on "CRE Success and Innovations of Customer Contact Centers". Distinguished industry leaders such as Mr. Frits Storm, Country Director of Tripolis Solutions and Ms. Malou Calazu, Director for Operations and Chief Marketing Officer of QNET, Ms. Xu Ziyang, GM of Direct Banking Center, China Merchants Bank shared their successful pioneering development and change management for contact center service development in different countries on CRE leadership.



Hong Kong CRE & CSQS Roundtable in November 2013 hosted by DYXnet Group



Bangkok CRE & CSQS Roundtable in March 2014 hosted by Advanced Info Service Plc.



Changsha CRE & CSQS Roundtable in March 2014 hosted by China Pacific Life Insurance Co, Ltd.



Singapore CRE & CSQS Roundtable in September 2013 hosted by DHL Express (Singapore) Pte Ltd.



Shenzhen CRE & CSQS Roundtable in March 2014 hosted by AIA Company Limited Shenzhen Branch

Visionary Fellows Inspire Society

Determined to promote CRE leadership and service quality, APSCS engages different membership programs to unite and support the customer service professional industry development. Apart from its individual and corporate members, APSCS nominates exemplary CSR and customer centric senior leaders to become Fellow Members as role models to work together and inspire service professionals from all walks of life with their vision, success, knowledge and experience.

CRE Winners Nominated as Fellows

These Fellow members include the past CRE Awards winners of CEO and CRM Director of the

Year who are dedicated to service excellence for a long period of time. To name a few, they are Mr. Tom Mehrmann, CE of Ocean Park Hong Kong, Mr. Bill Lisle, CEO, AIA Bhd., Mr. Stephen Ho, CEO of CITIC Telecom CPC and Ms. Angie Hung, Senior Customer Service Director of DHL Express Taiwan, etc.

"The true leaders are dedicated and enjoy the exploration and pursuit of their CRE Journey striving for professional development, staff engagement and customer satisfaction. APSCS has been very privileged to facilitate and expand this professional platform with all of you for knowledge exchange, experience dialogue and benchmark among international CRE Leaders across industries." Chu concluded.



Guangzhou CRE & CSQS Roundtable in September 2013 hosted by AIA Company Limited Guangdong Provincial Branch



Hong Kong CRE & CSQS Roundtable in March 2014 hosted by Prudential (Hong Kong) Limited



Hong Kong CRE & CSQS Roundtable in December 2013 hosted by QNET Ltd.



Shenzhen CRE & CSQS Roundtable in December 2013 hosted by AEON Information Service (Shenzhen) Co, Ltd.



Taipei CRE & CSQS Roundtable in September 2013 hosted by The Hong Kong Jockey Club



Shenzhen CRE & CSQS Roundtable in August 2013 hosted by Tang Jiu Group



Kuala Lumpur CRE & CSQS Roundtable in August 2013 hosted by Astro Malaysia Holdings Berhad



Kuala Lumpur CRE & CSQS Roundtable in March 2014 hosted by Astro Malaysia Holdings Berhad