

# International CRE & CSQS Leadership Summit 2017 & Hong Kong International CRE Innovation Expo



## CEO Luncheon & CXO Forums 2017 International CRE Awards Dinner Ceremony

Pre-event Supplement



### Big Data Innovate Customer Experience, Discover Customer Loyalty CRE Index



Customer Relationship Excellence Awards Winner Group Photo at International CRE Awards Dinner Ceremony 2016.

Asia Pacific Customer Service Consortium (APCSC) is organizing the **15th International CRE (Customer Relationship Excellence) and CSQS (Customer Service Quality Standard) Leadership Summit on June 15-16** with the theme of **“Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index”** to uplift the level of customer experience, service standard, and enhance CRE Leadership in APEC.

#### Spark new ideas & business models

“With participants coming from countries around the world, the two-day Summit will spark new ideas to deploy new technologies, like big data, biometrics, etc., to discover new opportunities and transform existing business models,” says **Mr. Jason Chu, Chairman of APCSC**. “Identifying customer loyalty factors and motivations to refer is critical to improve business performance.”

Keynote speakers including CEO’s and CXO’s from overseas firms including **Manulife Cambodia, Telstra Australia, HDI Japan, AIA Malaysia, Far EasTone Taiwan, Lenovo Services Beijing and Haier Qingdao**, together with local market leaders like **AXA, BCT, Celki, DHL, Hongkong Electric, etc** will address latest trend of biometrics in omnichannel customer service, and leadership

on innovative customer experience, big data, social media strategies, internet+, and CSR leadership, customer engagement in different Asian cultures.

#### Celebrate success & CRE brand

The two-day content rich summit will finish with the climax, the grand **International CRE Awards Ceremony** dinner, gathering regional leaders from around the globe, celebrating their customer success and CRE corporate brand on different CRE achievements, i.e., Employer of the Year, CSR Leadership, Best Customer Experience, Contact Center, Technology & Innovation, and other corporate and individual categories including CEO of the Year and frontline Professionals.

#### CSQS set world class benchmark

The International Customer Service Quality Standard, CSQS was developed by APCSC, jointly with the Hong Kong University, HKU Researchers. It has integrated the Balanced Scorecard, customer experience and lifecycle management, employee engagement, and best practices of CRE Awards winners; so as to ensure CSQS set the world class benchmark. CSQS helps firms enhance operation efficiency, brand loyalty, and move ahead of the competition.

As the assessment criteria of the **International CRE Awards**, CSQS has established a world-class management framework to innovate and transform, strengthen CRE strategies with clearer guidelines for cross function and industry deployment.

#### Expo solutions for future

The **6th Hong Kong International CRE & Innovation Expo** is concurrently held together and focuses on the theme of **Digital, Social, Mobile, Big Data & Cloud; CRM, contact center, BPO, eCom & Security**. International keynote speakers will share their respective innovations utilizing big data, bio authentication, omnichannel integration and benchmarking to innovate and offer more personalized and convenient customer experience at the **CXO Forum** where the **Expo Innovation Awards** winner will also be announced.

In view of the new global economy with growing eCommerce, mobile O2O, social network customer behavior trend, **Chu** advises, “Leveraging on the successful business cases and best practices from the Summit and Expo, we believe the future business infrastructure through cloud computing and big data will help firms capture customer preferences and loyalty factors, improve product portfolio, and generate higher profit.”



Mead Johnson Nutrition (Hong Kong) Ltd. and Quality HealthCare Medical Services Limited received the People Site Certification and trophy.

#### CRE & CSQS Leadership Summit 2017

##### June 15 Morning Session

##### Develop Future Competitive Edge in the Omnichannel Age

- Jason Chu**, Chairman, Asia Pacific Customer Service Consortium
- Sudesh Thevasenabathy**, Head of Customer Experience, AXA Hong Kong
- Sasha Agafonoff**, Principal Consultant, North Asia, Nuance Communications
- Troy Barnes**, Chief Customer Experience Officer, AIA Bhd.

##### June 15 Afternoon Session

##### Expo Innovation Awards Presentation

##### Big Data and Social Media Strategies for Sustainable Growth

- Clement Lo**, Chief Information Officer, BCT Group
- Sunny Cheng**, Director, Head of Financial Controlling, DHL Express (Hong Kong) Limited
- Grace Zhao**, CEO, Grand Media

##### June 16 Morning Session

##### Internet+ and Innovation to Uplift Loyalty

- Mukesh Pilania**, Asia Regional Head - Transversal Customer Experience, AXA Asia
- Daisy He**, Senior Manager - Consumer Service Management & Engagement, Lenovo Services, Beijing, China
- Wang Yan**, Overseas Service Director, Haier Electrical Appliances Corp. Ltd, Qingdao, China

##### June 16 Afternoon Session

##### Effective Service Delivery and Innovative Solutions for Mass Public

- Samuel Yuan**, Vice President - Channel Operation Management and Convergence Product, Far EasTone Telecommunications Co., Ltd
- S.T. Chan**, Senior Manager (Customer Supplies), The Hongkong Electric Co., Ltd.
- Tatsumi Yamashita**, CEO, Help Desk Institute - Japan

##### June 15 CEO Luncheon Forum & People Site Certification Presentation

- Asian Service Culture and Customer Experience Innovation**
- Jason Chu**, Chairman, Asia Pacific Customer Service Consortium
- Michelle Shiers**, Chief Customer Service Officer, Telstra International Limited

##### June 16 CEO Luncheon Forum & CSQS Certification Presentation

- CRE Leadership and CSR Engagement Benchmarking Best Practices**
- Robert Elliott**, CEO & General Manager, Manulife (Cambodia) Plc.
- Bertrand Gonnet**, General Manager, Celki VitalAire

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Asia Pacific Customer Service Consortium

#### Customer centricity & CRE are defining factors to business success



Today’s customers can far more easily compare and switch between providers. Customer Relationship Excellence (CRE) is the key differentiator in such keen competition and requires consultative and collaborative guidance and support throughout the customer journey. We develop and engage our service professionals to be fast, easy and clear, treating our customers fairly and addressing their requests, and focus on relevance and empathy to ensure providing holistic service with genuine care for our customers.

Customer centricity and CRE are defining factors to business success. Anticipating customers’ needs and desires and responding quickly and seamlessly to any changing needs of customers means knowing our customers and addressing their needs before they act. Changing from internal focus to external, creating an environment for staff to serve customers better, and listening to our customers through research, surveys and utilization of big data, we have gained insights into our customers’ needs and able to improve our customers’ experience journey.

Technology disruption is impacting the insurance industry. In AXA, we are always in a search for innovating and delivering new solutions to empower people to live a better life. The newly released Xtra by AXA health coaching app was released to help people reach fitness goals aided by trained fitness instructors, and to improve customer experience. The APCSC and CRE Awards are excellent platforms to share and engage with best practice across different industries and countries within the region, and give inspiration for a new approach to customer relationship excellence.

Stuart Harrison, Chief Executive Officer, AXA Hong Kong

#### Customer-oriented and continue to strive for excellence



As the property management industry is People-oriented, excellent communication with our stakeholders is the most important element in maintaining excellent service. We always take the initiative to be one step ahead in finding and understanding our customers’ needs through friendly, intimate, frank and fair interactive services. Our professional team will uphold our commitment and mission: “customer-oriented and continue to strive for excellence to offer quality and premium property management services for our customer.”

As customer expectations continue to rise, we recruit talented and provide on-job training, career development, job rotation, education sponsorship for industry related degrees and graduate programs. Apart from professional knowledge and skills, our frontline staff also require highly developed EQ to deal with different customers under different situations. Regular emotional health courses strengthen our frontline staff’s awareness. Our annual royal concierge program aims to provide quality and premium property management services for our customers.

With low unemployment rate in Hong Kong, high staff turnover rate and lack of human resources are the main challenges in the property management industry. In the internet era of mobile information technology, we introduced mobile apps for customer convenience, self-service and facilities management to stay in tune with the market trend.

Participating in the CRE Awards and CSQS programs by APCSC can broaden our horizon, elevate our standards, and serve as great encouragement and motivate us to attain even better performance.

Suen Kwok Lam, BBS, MH, JP, Executive Director, Henderson Land Development Co. Ltd.

#### Closing the Distance! Innovate with 360° quality service



As a leader of Taiwan’s telecommunications service industry, we cherish the value and spirit of our brand commitment: Closing the Distance! Never once have we stopped to understand and meet the needs of our customers as we persist to provide customers with 360-degree comprehensive quality service.

As a pioneer, we emphasize local features and diversified needs by introducing trendy, boutique, and outlet stores as well as the “Futuristic flagship store” that integrates “cloud, future, digital, innovation, experience” elements, 4G technology digital contents, and social interaction. To provide consistent satisfactory service when opening a store, we have established ISO29990 to standardize and evaluate our service quality, and develop our staff further through curriculums on service, operation, sales and product for service excellence.

As the telecom market saturates, customer retention is essential. Offering one stop service both online and offline is a key differentiator for customers to feel the same quality and experience. We work with 3rd parties to conduct mystery shoppers program and customer satisfaction surveys semiannually; further refine our service management systems; and nurture positive thinking and value for great service to maintain consistent retail frontline proficiency.

APCSC puts up a tremendous effort to organize various programs to elevate service quality through best practices sharing and learning cross industry. As our performance excel each year, our belief also strengthens in better services, continuously innovate, and be better than before. Our goal is not only to be satisfied by our customers but also to be liked and cherished.

Yvonne Li, President, Far EasTone Telecommunications Co., Ltd.

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