

Customer Relationship Excellence Awards

Many companies are providing superior Customer Service and support to their customers. In order to recognize this effort, APCSC conducts International Customer Relationship Excellence (CRE) Awards annually, which is built and based on **world class service standards** and **Customer Service Best Practices**. With our global education partners, International Council of Customer Service Organizations, APCSC brings a new level of **International Customer Service Quality Standard (CSQS)** as the judging criteria for organizations to aim for.

Winners of 2017 International CRE Awards

"It is our great honour to receive 19 CRE Awards from APCSC this year. These awards are a strong testament of our vision of empowering people to live better lives. At AXA Hong Kong, we always put meeting customers' needs as our primary focus. We are committed to transforming ourselves from being a payer to a partner for our customers and enhancing end-to-end customer experience, making insurance simpler and more personal."

Mr. Etienne Bouas-Laurent, Chief Executive Officer, AXA Hong Kong



 <p>Global Support Services Integrated Support</p>	 <p>CSR Leadership of the Year Customer Engagement Program Contact Center of the Year Best Corporate Brand of the Year CEO of the Year CS Professional of the Year</p>	 <p>Contact Center of the Year Employee Engagement Program Customer Satisfaction Quality System</p> 	 <p>Best Internet+ Customer Experience Center</p>	 <p>Customer Service Center of the Year</p>
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Categories available in the following areas:

Individual

1. Letter of Application
2. Telephone Interview

For more information on individual awards, please visit <http://www.apcsc.com>

Corporate+

1. Self Assessment Questionnaire
2. Business Case Presentation
3. Mystery Calls / Mystery Visit
4. CSQS Site Assessment
5. Public Web Voting



+As CSQS is an essential requirement in the CRE Awards assessment process, all the participants are required to attend Certificate in Customer Service Management (CCSM) program to prepare for the CRE Awards assessment.

Please indicate which **Corporate categories** you would like to participate in (e.g.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Customer Relationship Excellence - Outstanding Achievement* | <input type="checkbox"/> Best Use of Knowledge Management of the Year | <input type="checkbox"/> Best Shopping Experience of the Year |
| <input type="checkbox"/> Corporate Social Responsibility Leadership of the Year** | <input type="checkbox"/> Employee Engagement Program of the Year | <input type="checkbox"/> Customer Experience Center of the Year |
| <input type="checkbox"/> Corporate Environmental Leadership of the Year** | <input type="checkbox"/> Customer Engagement Program of the Year | <input type="checkbox"/> Customer Service Center of the Year |
| <input type="checkbox"/> Best Customer Experience Management of the Year | <input type="checkbox"/> High Speed Customer Service of the Year | <input type="checkbox"/> Customer Loyalty Program of the Year |
| <input type="checkbox"/> Customer Relationship Marketing Service of the Year | <input type="checkbox"/> People Development Program of the Year | <input type="checkbox"/> Online Customer Service of the Year |
| <input type="checkbox"/> Customer Satisfaction Quality System of the Year | <input type="checkbox"/> Mission Critical Support Service of the Year | <input type="checkbox"/> Best Social Media Program of the Year |
| <input type="checkbox"/> Best Corporate Brand of the Year** | <input type="checkbox"/> Corporate Employer of the Year** | <input type="checkbox"/> Best Use of Technology of the Year |
| <input type="checkbox"/> Innovative Technology of the Year | <input type="checkbox"/> Corporate Service of the Year | <input type="checkbox"/> Field Support of the Year |
| <input type="checkbox"/> Outsourcing Service of the Year | <input type="checkbox"/> Contact Center of the Year | <input type="checkbox"/> Best Internet+ of the Year |
| | | <input type="checkbox"/> Public Service of the Year |

*Please kindly note that in order to apply for the "CRE Outstanding Achievement", you will need to enrol in at least 3 other corporate categories to ensure comprehensive assessment to reflect the Outstanding Achievement.

**Applicants need to apply for 1 additional Corporate Category in order to apply for the specific categories.

Please indicate which **Individual categories** you would like to participate in and how many individuals per category. You may write the number of participants in the boxes provided (e.g.):

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> CEO / Entrepreneur CEO of the Year | <input type="checkbox"/> CRM Director of the Year | <input type="checkbox"/> CRM Manager of the Year | <input type="checkbox"/> Project Manager of the Year |
| <input type="checkbox"/> CS Manager of the Year | <input type="checkbox"/> CS Analyst of the Year | <input type="checkbox"/> CS Supervisor of the Year | <input type="checkbox"/> CS Team Leader of the Year |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> CS Professional of the Year |

The following option apply to Customer Service Manager, Analyst, Team Leader and Professional Only

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Contact Center | <input type="checkbox"/> Service Center | <input type="checkbox"/> Technical Center | <input type="checkbox"/> Training & Development (T&D) Center |
|---|---|---|--|

Your Details		Company Details	
Full Name		Company Name	
Job Title		Address	
Department			
Email Address		Country	
Telephone & Fax		Postal / Zip Code	

Enrolment

Company Chop & Signature

Date