

Int'l CRE & CSQS Leadership Summit 2018 Int'l CRE Awards Ceremony & HK Int'l CRE InnoExpo Awards



International Customer Relationship Excellence Awards Winner Group Photo with Mr. Jason Chu, Chairman of APSC at 2018 International CRE Awards Dinner Ceremony

“CRE World Cup” Focus on Innovation & Teamwork!

The 16th Int'l CRE Awards has recently announced another new record of 87 individual MVP's and 65 Corporate Awards of outstanding teams, witnessed by global leaders and senior executives across the regions. This year also marks the 20th anniversary of Asia Pacific Customer Service Consortium (APSC) in promoting CRE Leadership as the only way to sharpen competitive edge and create iconic brands. The CRE Leaders also celebrated cheers, encouraging congratulations and appreciations. At the CRE Dinner Ceremony, APSC Chairman, Jason Chu congratulated and encouraged all “CRE World Cup” winners that “CRE Leadership is a Journey of Innovation, Teamwork, & Celebration.”

“For decades, APSC keeps driving the service industry for better customer service with an invaluable platform for insights and experience sharing. Over the years, HK Electric has supported the CRE Awards of APSC. We believe that while we journey on in our pursuit for excellence, APSC will continue making important contributions to the industry with even higher standards.” Shenzhen Gas Corporation using internet technology to create smart gas services garnered the CRE - Outstanding Achievement - China. This is their first mainland public utility to win this grand award. Their GM of CS Dept., Mr. Li Shutao, was very proud to receive the highest honor.

technologies and omnichannels to enhance customer experience and competitiveness. Some have adopted AI chatbot on social media channels like Facebook, Line, WeChat, and website with Internet+ O2O service model to simplify service requests.

CEO Winners Contribute to Society

Mr. Robert Elliott, CEO & GM of Manulife Cambodia, and Ms. Jaiporn Srisakul, Managing Director of Advanced Contact Center, Thailand, received the highest honor, CEO of the Year Award. Both winners have made tremendous dedication to elevate the industry standard with innovation and contributions in their respective industry and country, which further elevated the standard and quality of living for the entire society. CEO's & GM's from global brand leaders also send their sincere best wishes to APSC for two decades of dedication to promote CRE Leadership and uplifting international service standards and benchmarks.

Financial Sectors InnoTech AI Internet+

With increasing customer expectation on speed, convenience, mobile channels, leading financial services firms like AIA, AXA, DBS Bank, Manulife, RHB Bank Singapore, Far Eastern Int'l Bank, etc., are adopting innovative

Public Service Aiming for Excellence

Winning the “Public Service of the Year” again for 10 consecutive years, HK Electric's GM of Customer Service, Raymond Choi congratulated APSC's 20th Anniversary,

International CRE Awards Judging Panel featuring Mr. Jason Chu, Mr. Tatsumi Yamashita, Prof. George Huang, Mr. Mike Mi, and Prof. Fugee Tsung.

Message from Mr. Jason Chu, Chairman of APSC

On behalf of APSC and the international supporting organizations, I congratulate you for reaching the finals of the CRE World Cup. Tonight, at the 16th International CRE Awards Ceremony, we have reached yet another new awards record of 87 distinguished individual awards and 65 CRE Corporate Awards for the most valuable players and outstanding teams. CRE Leadership is a Journey of Innovation! CRE Leaders experiment and take agile approach to create convenience, satisfaction and promoters. CRE Innovators actively identify opportunities to improve personalized customer experience journey through big data, omnichannel, AI enhanced services to create superior CRE brand and advocates in different customer segments. CRE Leadership is a Journey of Teamwork! CRE Leaders build teamwork and partnership, develop cross functional integration. They work as one with trust to fulfill the visions and promises to our customers and employees. The international CRE Community work together and exchange service innovations, best practices through the International CRE & CSQS Roundtables and CXO Forums to accelerate the digital transformation, empower creative thinking, and envision future strategies. The International CRE Awards program has accelerated the advancement of world class benchmark, corporate governance, sustainability, and CSR leadership. CRE Leadership is a Journey of Celebration! CRE Leaders celebrate our employees and customers' successes to create win-win-win continuously, invest in development of our workplace, local community and families with employee and customer engagement to attain outstanding achievement. Tonight, we celebrate the 20th Anniversary of APSC and the 16th International CRE Awards together as one big family of the CRE World Cup athletes, coaches and innovators. We share the same CRE World Vision for better omnichannel customer experience in the sharing & experience economy. On behalf of APSC and the CRE Awards organizing committee, congratulations to all of you, innovators and champions of Customer Relationship Excellence!

Table of CRE Awards Corporate Winners, including categories like Customer Relationship Excellence, Corporate Environmental Leadership, Public Service, etc.

Table of Customer Service Center winners, including AIA Bhd. (Insurance), China Telecom CTEExcel, Shenzhen Gas Corporation Ltd., etc.

Individual award photos and names for Corporate and Customer Service Center winners, such as Raymond Choi, Ng Jit Seng, Nara Kann, Terry Leung, etc.

Table of CRE Awards Individual Winners, listing names and their respective companies and award categories.

Overview of CRE Awards 2018 Process, including application deadlines, assessment stages, and contact information for APSC.

# Hang Lung Properties: Excellent Team, Excellent Service



General Manager – Human Resources Ms. Janet Poon (middle) and her team accept eight awards at the Asia Pacific Customer Service Consortium's International Customer Relationship Excellence Awards.

As a leading commercial property developer in Hong Kong and the Mainland, Hang Lung Properties (Hang Lung) brings quality customer service to its diverse portfolio of properties. This year, the Company was once again richly decorated at the Asia Pacific Customer Service Consortium's (APCSC) International Customer Relationship Excellence (CRE) Awards, winning eight honors in the category of Property Management. These titles are "Corporate Employer of the Year", "Best Social Media Program of the Year", "Best Use of Knowledge Management of the Year", "Best Use of Technology of the Year", "Corporate Social Responsibility Leadership of the Year", "Customer Satisfaction Quality System of the Year", "Employee Engagement Program of the Year", and "People Development Program of the Year". In addition, the Company was recognized as a Level III Strategic Business Unit in the Customer Service Quality Standard (CSQS) for the third straight year. Ms. Janet Poon, General Manager – Human Resources of Hang Lung, said, "The pursuit of excellent service is integral to Hang Lung's corporate culture. We hold our employees to the highest standards, and we formulate appropriate measures and strategies for all facets of employee life. These range from recruitment, training and development to remuneration and recognition, in addition to employees' physical and mental well-being." With these values in mind, Hang Lung pledges to become the Employer of Choice in the market.

Besides identifying talent in its new recruits, Hang Lung also explores the hidden depths of its current employees in order to further expand the Company's talent pool. Ms. Poon said, "This year Hang Lung has launched a personal development program to enable employees to systematically plan their career development with the assistance of their supervisors." This program allows the Company to understand and act on employees' personal goals and expectations. In addition, Hang Lung has a job rotation system in place under which employees can transfer from Hong Kong to the Mainland or to different departments to broaden their horizons and enrich their management experience.

### Enhancing Employee Training



Hang Lung provides relevant training programs to staff from different departments and in different positions.

### Managing Talent Effectively

Employees are the Company's most valuable resources, the key driving force behind the Company's development. As a result, Hang Lung prepares comprehensive plans for human resources, employee care and training and development. The Company's human resource policies take into account each employee's needs and rank to create the most intimate employee experience.

In accordance to the CSQS model, Hang Lung established Academy 66, the training and development division of the Company, in 2012. Since then, Academy 66 has systematized and improved the Company's training schemes. The online learning platform eAcademy 66 enables employees to learn at their own pace. Many more initiatives have been implemented to provide employees with professional knowledge and skills in customer service, leadership, management, and

other aspects of their work. This enables employees to plot their career development and better understand what they can expect to gain from their jobs.

### The STAR Service Program

Frontline employees face all manner of demands from customers and tenants every day. In order to win their trust and set an example for the industry, Hang Lung has implemented the STAR Service Program, a training program for employees to learn the various skillsets required for excellent customer service. The Program also sets out standards for a variety of work requirements ranging from customer service skills to attire and appearance.

In order to provide courses that fit the needs of employees, Academy 66 listens closely to their feedback. The opinions of participants are collected after every lesson, and Academy 66 further evaluates the effectiveness of its training based on employee performance. In addition, the Company uses the Customer Engagement Survey and Mystery Shopper Program to ensure that employees can meet the Company's standards of excellent service.

### Going the Extra Mile



The Company launched the Emerald Award program in 2014 to recognize outstanding performance in customer service by frontline staff and to motivate employees to pursue a higher standard of customer service.

Hang Lung launched the Emerald Award in 2014 to recognize frontline staff who demonstrate excellent customer service, underlining the importance of service to the Company's corporate culture. In 2016-2017, the judging panel received over 220 nominations for the Award from Hong Kong and the Mainland. After a rigorous selection process, five winners were chosen. Although the winners' duties varied widely, from those of cashiers and service staff to security guards and concierges, each of them exhibited heartfelt devotion to caring for customers.

Ms. Poon believes that the ability of Hang Lung employees to "Go the Extra Mile" is a result of the

Company's care for its own. She said, "We value our employees' experiences, and look after their needs at various stages. In turn, they look after the needs of our customers and provide outstanding service."

### Hang Lung's Employee Care Programs

As well as offering competitive remuneration and benefits, the Company has introduced a number of programs for employees, striving to establish a healthy work-life balance for them. For instance, the Employee Wellness Program offers health checkups, Chinese medical consultations, spinal examinations and more. The Company also set up the Hang Lung Social Club in 2011, where colleagues from different departments can form interest groups such as sports teams, a photography club and a long-distance running team. This initiative promotes cross-department interaction and provides healthy activities for employees and their families. From 2012, the Company has also established Hang Lung As One volunteer team, allowing employees and their families to directly give back to the communities where the Company operates.



The Hang Lung Social Club's dragon boat team, full of high-energy employees, trains every week and has taken part in a variety of events.



The Social Club organizes regular family events such as A Day on Lamma Island, encouraging colleagues to enjoy outdoor excursions with their relatives and friends.



The Company has designed posters, booklets and folders to promote the pursuit of service excellence.



恆隆服務標準

# AI Enhance Training Effectiveness Find Solution Ai Wins CRE Innovation Awards

Find Solution Ai (FSAI) is a young local technology firm dedicated to providing an adaptable and personalized learning experience for students around the world. Although her history is not long, the product 4LittleTrees is very popular and well-known. In 2018, FSAI participated in the Hong Kong International CRE Innovation Expo Awards held by APCSC for the first time and won the "CRE Innovative AI Enhanced eLearning Service" award for its artificial intelligent product capability and interactive learning experience.

global research conducted in 2013 has also shown that autism is estimated to affect 21.7 million people worldwide. Traditional teaching is not fully applicable to them, and innovation in teaching models is urgently needed to improve training effectiveness. 4LittleTrees (4LT) was an application launched in 2017 with the AI technology to provide solution for these special groups.

communication, collecting and further analyzing data through technology to provide learning reports for customers, so as to offer tailor-made courses and exercises.

### New Direction for Personalized Learning

Learning disabilities caused by Attention Deficit and Hyperactivity Disorder (ADHD) have caused widespread problems around the world. According to WHO estimates, approx. 39 million people worldwide were affected in 2013.



Ada Ng (right), Marketing Manager, Continuous Technologies, and Viola Lam (middle), Founder & CEO, Find Solution Ai received CRE Innovation Expo Awards.

### AI Real-time Motivation Learning

4LT is FSAI's first AI-driven real-time motivation learning application. 4LT is not only suitable for teacher and students, but also for professional bodies, corporations, education institutions, etc. FSAI always upholds the motto of "Smart Learning, Positive Mind". With 4 unique algorithms, 4LTs can motivate the users, figure out their needs in response to the dynamic of their emotions and performance on any topic of subject. 4LTs also provides prediction and increases learning efficiency from 3% to 10% with customize learning.

### Innovation & CRE - Key to Success

Ms. Viola Lam, Founder & CEO of FSAI said that, innovation and customer relationship excellence are very important elements for tech firms. AI technology is not common in Hong Kong, and the firm's technological inventions are meeting customer needs and able to stand out from the competition. However, having a good product is not enough. Since its establishment, FSAI has been focusing on customer service, striving to deepen mutual understanding with customers to ensure sharing of accurate information, pursuing effective

### Idea & Hard Work Recognized

FSAI felt winning the CRE Innovation Expo Award meant so much to them. "The award is a recognition and acknowledgement to our hard work, idea and approach. It also recognizes our staff and gives us a great mental boost. Thank you APCSC for giving us the award!" Lam expressed.

Ms. Viola also shared her future plans to introduce new AI Learning in compliance training, and CRM applications, and collaborations with universities are favoured to provide better services to customers with continuous enhancement of value.



Viola Lam (middle) shared her insights at CXO Forum on Big Data, A.I., and Social Media Strategies for Corporate Sustainable Growth.



Viola Lam gave a presentation on Leverage on Personalized Learning Experience, Big Data and Analytics to Enhance Corporate Profitability at International CRE & CSQS Leadership Summit on June 14.



Since 4LittleTrees (4LT) was launched in 2017, it is widely used in special group, education and Corporate training. Within the past 6 months, 17 Hong Kong government schools have subscribed for the applications.

# CRE Innovation Awards to AI Applications



Hong Kong CRE & CSQS Roundtable in August 2017 hosted by The Hong Kong Jockey Club.



Wuxi CRE & CSQS Roundtable in September 2017 hosted by Lenovo Services.



Tianjin CRE & CSQS Roundtable in November 2017 hosted by State Grid Corporation of China.

### At the 16th Int'l CRE & CSQS Leadership Summit, Jason Chu, Chairman of APCSC presented the 7th HK International Expo CRE Innovation Awards.

"With more AI platforms and applications, AlaaS (AI as a Service) integrating cloud computing and big data, these solutions can empower businesses to provide customers with more personalized experience, enhanced productivity, better ROI, higher satisfaction, and engagement. Congratulations to the winners for their innovation towards AI Services!" The CRE Innovation Expo Awards recognize innovative solutions, products and services that help to support their customers with successful business cases further strengthen their corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region.

### Improve ROI with AI Applications

Mr. Ian Wong, CEO of Continuous Technologies International Ltd felt honored to receive the Award for CRE Innovative AI Robotic Concierge Service and would continue to apply leading-edge technologies to deliver innovative and cost-effective solutions for the customers, and help them achieve the greatest return on their investment. Ms. Viola Lam, CEO of Find Solution Ai believed that the award represents public recognition of their efforts to support the educational sector, while further encourage them to make continuous improvements in the learning environment for the next generations. Lam also would like to take this opportunity to thank APCSC for providing such professional platform for organizations to share the best practices and marketing trend.



Singapore CRE & CSQS Roundtable in March 2018 hosted by DHL Express (Singapore).



China CRE CXO Forum in March 2018 hosted by Casco Signal in Shanghai.



Beijing CRE & CSQS Roundtable in May 2018 hosted by Teleperformance China.



Phnom Penh CRE & CSQS Roundtable in May 2018 hosted by Manulife Cambodia.



Kuala Lumpur CRE & CSQS Roundtable in April 2018 hosted by AIA Bhd.

# Become Trusted Partners to Customers

Mead Johnson Nutrition (Hong Kong) Ltd. (MJN) and Quality HealthCare Medical Services Ltd. (QHMS), have been awarded the People Site Certification (PSC) from APCSC. Jason Chu, APCSC Chairman congratulated the winners and, "Customer loyalty and word of mouth are based on the proactive, personalized service and value offered through every interaction via omnichannel touchpoints. CRE leaders reinforce employees' commitment and development through customer centric initiatives, culture, and teambuilding to offer highly satisfactory solutions with loyalty."

continue their efforts in becoming the trusted partner to parents with innovative products and best-in-class caring services, to give every child the best start in life. Ms. Elaine Chu, General Manager of QHMS believed that the PSC is a recognition of the team efforts and commitment to providing top quality customer service, and could motivate all the staff to endeavor to exceed customer expectations. QHMS will allocate adequate resources to empower staff through training, certification and knowledge management to strive for all rounded service excellence.

### Provide Top Quality Customer Service

The PSC is an accreditation for firms that invest in professional development with over 90% of their service center staff certified under APCSC's Global Certification program. Mr. Pankaj Agarwal, General Manager of MJN expressed that the team is proud to receive the PSC Certification again, and will



Mead Johnson Nutrition and Quality HealthCare Medical Services Ltd., received People Site Certificate and Trophy.

# CSQS Set New Benchmark in Asia Pacific

APCSC and the Hong Kong University, HKU Research Team have jointly developed The International Customer Service Quality Standard, CSQS. Over the year, CSQS has become the developed by has integrated the Business Ecosystem, Balanced Scorecard System, customer experience, lifecycle management, NPS, CES, customer & employee engagement, and best practices of CRE Awards winners to set world class benchmark. This year's CSQS site certificates have been awarded to Henderson Land Group Property Management Department (Hang Yick, Well Born & H-Privilege) and Hang Lung Properties for their excellent achievements with The CSQS.

Customer Service Management (CCSM) program and CSQS improvement projects. They not only have created excellent ROI's in their portfolios and investments in people, customers and corporate brand but also have set new industry benchmark in Asia Pacific."

Honored to achieve CSQS Level 3 again this year, Mr. Edward Lo, Head of Learning and Development of Hang Lung Properties expressed, "Academy 66, the Learning & Development Department of Hang Lung was first established in 2012 based on the International Customer Service Quality Standard (CSQS) Model. This is not only beneficial to the individual career development of the staff but is also essential for the sustainable development of the Company."

### Essential Corporate Sustainable Development

Achieving CSQS Level 3 for consecutive 10 Years, Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd. stated that it is a solid recognition and affirmation for our professional services. In the future, our professional team will uphold our commitment - "customer-oriented" and continue to strive for excellence to offer quality and premium property management services for our customer." Mr. Chu stressed, "The certified CSQS leaders have upheld their service leadership in innovation, customer experience management, employee engagement, and process improvement integration efforts through the Certificate in



Hang Lung Properties and Henderson Land Group Property Management Department received CSQS Certificate and Trophy.

# Int'l CRE & CSQS Leadership Summit 2018 Int'l CRE Awards Ceremony & HK Int'l CRE InnoExpo Awards



**H.K.S.A.R. Secretary for Commerce and Economic Development Bureau Edward Yau, GBS, JP**

香港顧客服務協會二十周年誌慶  
裕展  
業獸  
興樹  
商範



In the past 20 years, APSCS together with our members have witnessed the success of our dedication and achievements, celebrated and built stronger momentum impetus into the future 20-year CRE vision and aspirations in the competitive and disruptive customer experience economy. On behalf of APSCS & CRE Awards organizing committee, I invite all CRE Leaders who advocate customers to be customer centric and enhance CSQS international benchmark to explore global consumer market, engage and inspire future leaders to promote CRE iconic brands!

**Jason Chu**  
Chairman APSCS



Congratulation to APSCS on her 20th Anniversary! Int'l CRE Awards has been widely recognized by industries after years of application and promotion in Asia Pacific. It recognized the market leaders to showcase their success and best practices. Through CRE Awards assessment, firms could learn key successful factors from the Int'l CSQS framework and best practice to further enhance service quality, maintain a leading position. It becomes the most important milestones and achievement for all service leaders to pursue. HDI-Japan wishes APSCS every success in the future and promote CRE globally.

**Tatum Yamashita**  
CEO, HDI-Japan



Congratulation to APSCS for her 20th Anniversary! We had a memorable time for our HKU researchers developing Customer Service Quality Standard (CSQS) with APSCS in 1998. We are glad to see CSQS become the most comprehensive certification dedicated to a robust customer centric world class service framework awarded to organizations that excel in CRE. We anticipate APSCS to work with all market leaders and lead the industries to achieve new milestone.

**Prof. George Huang**  
Industrial & Manufacturing Systems Engineering  
The University of Hong Kong



As a Professor at HKUST & the CRE Awards Judging Panel, I give my heartfelt congratulation to APSCS's 20th Anniversary! So glad to witness the growth and transformation of all CRE Awards winners with APSCS offering an excellent platform to exchange cutting edge insights on best practice in customer loyalty, and enhancing collaboration among industry professionals. We hope APSCS and CRE Awards continue to provide an inspiring and truly innovative experience for all of you.

**Prof. Fugee Tsung**  
Dept. of Industrial Eng & Logistics Mgt  
The Hong Kong University of Science and Technology



Congratulations on the 20th Anniversary of APSCS! We are excited to see APSCS's endeavor in promoting customer relationship excellence which shares the same belief with our motto - empowering people to live better lives. AXA Hong Kong is honored to receive 19 CRE awards this year, which is a strong testament of our commitment in bringing innovation to enrich customer experience, as well as the trust from APSCS, the industry and customers. We are looking forward to partnering with APSCS and the industry in achieving a new-high in customer relationship.

**Etienne Bouas-Laurent**  
Chief Executive Officer AXA Hong Kong



At RHB Singapore, we believe in delivering exemplary customer experience, and we are committed to providing consistent and remarkable service to our customers. We are extremely honoured to be a recipient of the CRE Awards - being conferred the APSCS award is a timely reminder for us to uphold our existing service standard, and serve to encourage us to do even better. We would like to extend a hearty congratulation to APSCS for celebrating its 20th year anniversary!

**Mike Chan**  
CEO & Country Head, RHB Singapore



Congratulations to APSCS on its 20th Anniversary! For decades, APSCS keeps driving the service industry for better customer service with an invaluable platform for insights and experience sharing. Over the years, HK Electric has supported the CRE Awards of APSCS. This year, we are honored to have won the "Public Service of the Year" Award again for 10 consecutive years. We believe that while we journey on in our pursuit for excellence, APSCS will continue making important contributions to the industry with even higher standards.

**Raymond Choi**  
GM (Customer Service), HK Electric



Congratulation to APSCS on its 20th Anniversary! Achieving 20 years is no mean feat indeed and APSCS's relentless zeal in driving customer service to newer heights in the Asia Pacific region is highly commendable. We are delighted to celebrate this milestone with you as we share the common goal of delivering quality service to those whom we serve - our commuters on both our bus and train services in Singapore - every day, every trip and on all journeys.

**Gan Juay Kiat, CEO**  
SBS Transit Ltd



We are honored to receive the CRE Awards at the 20th anniversary of APSCS. As the most influential customer service agency in the Asia-Pacific with 20-year dedication to improve service standards, APSCS has built a best practice, service innovation exchange platform, facilitated international businesses from cross sectors effectively to continuously improve industry service systems. I would like to offer my most sincere best wishes to APSCS cordially!

**Wang Yan, Overseas Service Director**  
Haier Oversea Electric Appliances Corp. Ltd



We are delighted to our success supported by CRE Awards, CCSM training and Int'l CRE & CSQS Leadership Summit held by APSCS. On this blissful and charming day of APSCS 20th anniversary. May APSCS continue the journey of success with pride, happiness and many more years of success!

**Jaiporn Srisakul, Managing Director**  
Advanced Contact Center Co., Ltd.



Consortium has been tireless in promoting service excellence across the Asia Pacific region. McDonald's Hong Kong shall continue to uphold our "Customer-obsessed" core value and provide quality service to all customers.

**Randy Lai, CEO**  
McDonald's Hong Kong



We sincerely congratulate APSCS for its 20th anniversary. Customer service is an important part of the company's sustainable genes. APSCS is constantly cultivating in the field of customer relations. We are honored to receive CSR Leadership of the Year, Citi will continue to practice commitment and care for the environment, social and corporate governance sustainable progress.

**April Pan, Director of Country Corporate Affairs**  
Citibank Taiwan Ltd.



Quality HealthCare is honored to be awarded the People Site Certification by APSCS for 14 consecutive years. This serves as a recognition of our efforts and commitment to provide top quality customer service, and is a motivation for us to extend our endeavor to exceed customer expectations. I wish to congratulate APSCS for its 20th Anniversary and every success in the future!

**Elaine Chu, General Manager**  
Quality HealthCare Medical Services Ltd.



Henderson Land Group Property Management Department (Hang Yick, Well Born and H-Privilege) with CSQS Certification Distinction, has achieved various kinds of Awards presented by the APSCS over the past years. This year, Well Born has received the CRE Awards for 16 consecutive years. This is a solid recognition and affirmation for our professional services. I wish APSCS many more years of success!

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



Congratulation to the 20th Anniversary of APSCS! Customer Service is key to the success of a firm. We have witnessed the strong effort of APSCS in facilitating excellent practice of customer service amongst firms. The new generation is different in their customer behavior and new ways of customer engagement are needed to cope with the trend. In Canon, "Delighting You Always" is always our guiding principle in serving customers.

**Philip Chan, Director and General Manager of Business Imaging Solution & Production Printing Group**  
Canon Hongkong



APSCS has been playing a unique role for the last two decades, in line with hallmarks of professionalism, accessibility and quality. You have crafted a winning platform from which to promote CRE and represent a source of encouragement and strength for corporations wishing to contribute to their customers' success. CSL Mobile is delighted to congratulate APSCS on this, your 20th anniversary.

**Bruce Lam, Chief Marketing Office**  
CSL Mobile Limited



Mead Johnson Nutrition has been supporting Hong Kong families since the 1960s, providing science-based pediatric nutrition products and professional consumer services. We are very glad to have received The People Site Certification from APSCS for 10 consecutive years since 2009. On APSCS's 20th birthday, we would like to wish her greater achievements in promoting service quality and customer relationship excellence in the future!

**Pankaj Agarwal, General Manager**  
Hong Kong & Taiwan, Mead Johnson Nutrition



On behalf of Manulife Cambodia, I would like to extend our sincere congratulations to APSCS on marking the 20th anniversary of successful journey in recognizing and promoting best practices of CRE among various companies and industries around the world. It's a great honour for us to have received CRE Awards for two consecutive years, and we will continue to put customers at the center of everything we do. I wish APSCS many more years of success!

**Robert Elliott, CEO & GM**  
Manulife Cambodia



I would like to express my best wishes to APSCS on their 20th Anniversary! Throughout this long period much change has occurred within the customer service industry. However, APSCS continues to offer a relevant and valuable platform, uniting customer service professionals and fostering an environment to share best practices. I am very grateful to APSCS for providing this platform and look forward to your successful future.

**Joseph Wai, CEO, Teleperformance China**



On the occasion of the 20th anniversary of APSCS, Shenzhen Gas has won 4 Int'l CRE Awards. This is an affirmation and encouragement for our service and achievements. Through organizing the CRE Awards, APSCS promotes the CSQS, builds a platform for experience sharing in the service industry, and promotes the continuous improvement of the service industry. On behalf of Shenzhen Gas, I would like to wish APSCS success and prosperity.

**Zhang Xiaodong**  
President of Shenzhen Gas Corporation Ltd.



Continuous Technologies International (CTINT) is honoured to have been awarded the CRE Innovation Expo Award and will continue to deliver excellence in all aspects of customer experience. I would like to extend my heartfelt congratulations to the 20th anniversary of APSCS. I wish APSCS many more years of success!

**Ian Wong, Chief Executive Officer**  
Continuous Technologies International Ltd



Firstly, congratulations to APSCS for celebrating its 20th Anniversary - this is 20 years of providing one of the best platforms for industry leaders to share knowledge and to recognize excellence in customer service. We are extremely honoured to have received the awards this year as we believe that this is a strong affirmation that we are delivering best-in-class customer relationship excellence.

**Nizam Md Agil, Vice President of Customer Service**  
DHL Express (Singapore)



On behalf of AIA China, I would like to extend my warmest congratulations and best wishes to APSCS in its 20th anniversary. Your CRE Leadership and service quality focus highly fit our corporate culture of "Customers first, Integrity matters, Aim high, Care for people, Never stop innovating". It has been a great honor for AIA China to receive the CRE Awards for six consecutive years. I wish APSCS a great success in the future.

**Leo Zhang**  
COO, AIA China



On this blissful day of 20th anniversary of APSCS, we would like to extend our most heartfelt congratulations to APSCS's glorious achievements in 20 years. Being recognized with the CRE Awards is a great encouragement to our team. We wish APSCS strive continuously for CRE Leadership and look forward to strengthening closer partnership with APSCS in future.

**Li Qing, Vice President, Marketing**  
China Telecom Global Limited

## 20th Anniversary Thanksgiving! Celebrate CRE Leadership & Iconic Brands

Founded in 1998, HK & Asia Pacific Customer Service Consortium (HKCSC & APSCS) have persisted in elevating CRE Leadership internationally across regions for 20 years. With many CRE winning firms, members, and partners, through dozens of Int'l Roundtables & CXO Forums each year, APSCS has set footprints all over Asia Pacific, EU, America, Australia and even South Africa. Over 2 decades, the Consortium has made tremendous contributions to the promotion of world class CRE benchmarks, brands and leadership, and int'l innovation sharing platform.

### Int'l CRE Leadership & Brands Celebrated

The 16th Int'l CRE & CSQS Leadership Summit on June 14-15 with the theme of "Big Data, InnoTech, A.I. Accelerate Sharing & Experience Economy" and "The Belt and Road International Strategic Develop Opportunities & Challenges" uplifted the level of customer experience, service standard, and enhance CRE Leadership in APEC. The two-day content rich summit finished with the climax, the 16th International CRE Awards Ceremony dinner, together with the 20th Anniversary of HK & APSCS, gathering regional innovation leaders from around the globe, celebrating their customer success and the making of iconic CRE corporate brands building on tremendous CRE achievements

### APSCS Global Excellence Framework

The CRE Awards & Leadership Summit have received a large number of enquiries and applications from firms and individuals internationally every year. APSCS insists on the most scientific international assessment standard, the CSQS. Like the EFQM Excellence Model & Award in EU and The Malcolm Baldrige National Quality Award in the USA, the CSQS and CRE Awards provide a world-class enterprise standard in the APEC region, providing strategic and best practices for CRE sustainability and corporate governance. "As the judging standard for the CRE Awards, CSQS has set up a world-class CRE Leadership excellence model to promote enterprise transformation into a customer centric SBU and strengthen its CRE strategy," Chu points out.

### Tokyo Best-in-Class CRE Benchmark

APSCS organized the Int'l Best-in-Class CRE Benchmark & Exchange Program to Tokyo in Oct 2017 with partner HDI-Japan. APSCS delegation visited market leaders, including FXSC and NTT global contact center. The delegation also visited the flagship stores of Nissan global headquarters, Softbank, UNIQLO, Sony, Citizen, Nikon, etc., to carry out mystery shopping experience and learn latest industry CX best practices. APSCS Chairman Jason Chu was also invited to give keynote on "Innovative CRE Services Development in Asia Pacific" exchanging insights and future trends with Japanese leaders.



International CRE & CSQS Leadership Summit CEO Luncheon Day 1



International CRE & CSQS Leadership Summit CEO Luncheon Day 2



Tokyo Study Trip Visit - Fuji Xerox Service Creative accompanied by Masami Koide, General Manager, Customer Contact Center (right3).

### 2018 Int'l CRE & CSQS Leadership Summit

**Day 1: Develop Future New Retail Experience & Competitive Edge in the Omnichannel Age**

**Sudesh Thevasenabathy**, Head of Customer Care Management, AXA Hong Kong  
**Bradly Moore**, Senior Director, Sales Operations, Genesys  
**Mukesh Pilania**, MD & CEO, Yantrik, Malaysia

**Day 2: Internet+ Sharing & Experience Economy to Engage Brand Loyalty**

**Jit Seng Ng**, Chief CX Officer, AIA Bhd., Malaysia  
**Silvia Yu**, Online Service Delivery Snr Mgr, Lenovo China  
**Connie Cheung**, Channel Executive, Watson Customer Engagement, Greater China Group, IBM

**Day 1: CEO Luncheon Forum: The Belt & Road International Service, Commerce, Culture and Customer Experience Innovation**

**Jaiporn Srisakul**, MD, Advanced Contact Center, Thailand  
**Tommy Fan**, Regional Director, Taiwan, HK, Macau, Xiao Robot Technology (HK) Ltd.

**Day 2: CEO Luncheon Forum: CRE Leadership & Corporate Brand Engagement Best Practices**

**Tatum Yamashita**, CEO, Help Desk Institute, Japan  
**Rotha Chan**, Chief Agency Officer, Manulife Cambodia  
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