

# 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, APSC 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 APSC & 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 APSC



Congratulation to APSC 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 APSC every success in the future and promote CRE globally.

**Tatum Yamashita**  
CEO, HDI-Japan



Congratulation to APSC on her 20th Anniversary! We had a memorable time for our HKU researchers developing Customer Service Quality Standard (CSQS) with APSC 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 APSC 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 APSC's 20th Anniversary! So glad to witness the growth and transformation of all CRE Awards winners with APSC offering an excellent platform to exchange cutting edge insights on best practice in customer loyalty, and enhancing collaboration among industry professionals. We hope APSC 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 APSC! We are excited to see APSC'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 APSC, the industry and customers. We are looking forward to partnering with APSC 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 APSC 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 APSC for celebrating its 20th year anniversary!

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



Congratulations to APSC on its 20th Anniversary! 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. 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, APSC will continue making important contributions to the industry with even higher standards.

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



Congratulation to APSC on its 20th Anniversary! Achieving 20 years is no mean feat indeed and APSC'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 APSC. As the most influential customer service agency in the Asia-Pacific with 20-year dedication to improve service standards, APSC 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 APSC 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 APSC. On this blissful and charming day of APSC 20th anniversary. May APSC 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 APSC for its 20th anniversary. Customer service is an important part of the company's sustainable genes. APSC 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 APSC 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 APSC 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 APSC 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 APSC many more years of success!

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



Congratulation to the 20th Anniversary of APSC! Customer Service is key to the success of a firm. We have witnessed the strong effort of APSC 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



APSC 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 APSC 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 APSC for 10 consecutive years since 2009. On APSC'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 APSC 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 APSC many more years of success!

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



I would like to express my best wishes to APSC on their 20th Anniversary! Throughout this long period much change has occurred within the customer service industry. However, APSC 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 APSC for providing this platform and look forward to your successful future.

**Joseph Wai, CEO, Teleperformance China**



On the occasion of the 20th anniversary of APSC, 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, APSC 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 APSC 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 APSC. I wish APSC many more years of success!

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



Firstly, congratulations to APSC 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 APSC 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 APSC a great success in the future.

**Leo Zhang**  
COO, AIA China



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

### APSC Global Excellence Framework

The CRE Awards & Leadership Summit have received a large number of enquiries and applications from firms and individuals internationally every year. APSC 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

APSC organized the Int'l Best-in-Class CRE Benchmark & Exchange Program to Tokyo in Oct 2017 with partner HDI-Japan. APSC 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. APSC 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, Xiaoi 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  
**Nara Kann**, Chief Client Officer, Manulife Cambodia

**Day 2 CXO Forum: Big Data, A.I., & Social Media Strategies for Corporate Sustainable Growth**

**Viola Lam**, Founder & CEO, Find Solution Ai  
**Kitty Xu**, National CS Development Support Manager, DHL-Sinotrans Int'l Air Courier Ltd.  
**Belinda Kuo**, SVP, DBS Bank (Taiwan)

**Day 2 CXO Forum: A.I., Outsourcing Services & Innovative Technologies Uplift Mass Public Services**

**Yan Jiang**, Deputy Mgr, Info Center, Shenzhen Gas  
**Susan Pollock**, SVP, Teleperformance, UK  
**Yazhou Xiao**, Asst. Prof., China University of Technology, Taiwan

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