Int'l CRE & CSQS Leadership Summit 2019 Int'l CRE Awards Ceremony & HK Int'l CRE InnoExpo Awards

2020 Customer Relationship Excellence Awards Official Launch

17th International CRE Awards Dinner Ceremony

International Customer Relationship Excellence Awards Winner Group Photo with Mr. Jason Chu, Chairman of APCSC at 2019 International CRE Awards Dinner Ceremony

We are Game Changers, Disrupters, Transformers!

The ***International CRE Awards winners*** are selected through a comprehensive balanced scorecard of self-assessment benchmarking, business case presentations, mystery calls, site assessment by the judging panel based on the ***International Customer Service Quality Standard (CSQS 16.0)***, public webvoting, and a final round of judging by a panel of experts. It is one of the most prestigious and rigorous awards that sets the highest world class standard. **The 17th Int'l CRE Awards Ceremony** held in Hong Kong recently has announced **over 48 corporate awards** and a **new record of 102 individual winners** witnessed by global leaders and senior executives across regions.

Service Leader Start-up Transformers

With global trade war uncertainties, increasing market competition, and rising customer expectations, leading service firms are taking transformation initiatives on people, process, technology, especially on corporate culture, to improve customer experience with start-up mentality and culture for innovation. ***AIA Singapore, AXA Hong Kong and Macao, CSL Mobile, FE Credit Vietnam, Infinitus China, Mannings, Manulife, Maserati China, Shenzhen Gas,*** etc., are adopting innovative ideas and technologies like facial recognition, big data, new online payment channels, RPA, and rigorous business process re-engineering projects to reduce customer and staff efforts, and offer AI chatbot FAQ on social media channels.

Innovative Technology Game Changers

Technologies has been a key game changer in the service industry. **DHL – Sinotrans International Air Courier** from China has won the CRE Awards for **the 10th consecutive year** including categories under Contact Center, Customer Satisfaction Quality System, Employee Engagement and the new award Online Customer Service of the Year. These categories have adopted many technologies including voice recognition, social media, mobile, GPS, workforce management and AI chatbot integration to provide seamless O2O customer experience where DHL brand and service excellence are widely recognized in China, Asia Pacific and globally.

CRE - Outstanding Achievement Disrupter

Advanced Contact Center (ACC) is the first Thailand firm to win the highest honor of CRE – Outstanding Achievement corporate award plus three other corporate awards with dedicated Social Media Contact Center, IVR and AI Scrum Team, Silver Age Services, VIP Assistant, etc. Their CRE Leadership has become a disrupter to attract more young and old customer segments and ROI on their loyalty. **ACC Managing Director, Ms. Jaiporn Srisakul** was grateful for the dedications of her 3,000 staff delivering excellent services and continuous enhancement, and position Customer Relationship Excellence as core business value throughout the organization.

International CRE Awards Judging Panel

Mr. Jason Chu, Chairman of APCSC

Mr. Tatsumi Yamashita, CEO of Help Desk Institute Japan

Prof. George Huang, Head of IMSE Department, Hong Kong University

Mr. Mike Mi, President of Academy of Contact Center & BPO

Prof. Fugee Tsung, IELM Department, HKUST

Message from *Mr. Jason Chu*, Chairman of APCSC

On behalf of APCSC and the international supporting organizations, congratulations for reaching the **CRE World Cup** final week.

At the **17th International CRE Awards Ceremony**, we have another new record for the individual awards with 102 winners. Congratulations to their successes and the companies' support through coaching, mentoring and professional development.

CRE Leaders are Game Changers! Despite the trade war, we have witnessed great CRE Leaders who develop AI, chatbot, smart mobile, CRE Index with data fusion and Loyalty Ecosystem to exceed customer expectations.

CRE Leaders are Transformers! They transform the organizational culture, decision making process with startup mentality to solve customer problems with innovative solutions.

CRE Leaders are Disrupters! They think out of the box, reinvent and revolutionize the business model with integrated platform and persist to succeed. Disrupters adopt the DNA of a start-up, act like a start-up, not afraid to fail and keep trying.

CRE Leaders are Innovation Thinkers! We work as one with future visions to accelerate digital transformation, empower creative thinking, and envision future strategies. The International CRE Awards, Leadership Summit & Roundtables have accelerated the advancement of world class benchmark, corporate governance, sustainability, and CSR leadership.

We celebrate the **17th International CRE Awards** together as one big CRE World Cup Community, coaches and innovators. We share the same CRE Vision in the experience and sharing economy. On behalf of APCSC and the CRE Awards organizing committee, congratulations to all of you, innovators and game changers, disrupters for Customer Relationship Excellence! WE ARE Game Changers! WE ARE Disrupters! WE ARE Innovation Thinkers! WE ARE the CRE Leaders!"

CRE Awards Corporate Winners

Customer Relationship Excellence - Outstanding Achievement
Advanced Contact Center Co., Ltd. A

Employee Engagement Program
DHL-Sinotrans International Air Courier Ltd. (Logistics) B
Hang Lung Properties Limited (Property Management)

Best Corporate Brand
Henderson Land Group Property Management Department (Hang Yick and Well Born) (Property Management)
Manulife (Cambodia) Plc (Insurance) C

Public Service
The Hongkong Electric Co., Ltd. (Public Utility)

Corporate Social Responsibility Leadership
Manulife (Cambodia) Plc (Insurance)

Corporate Employer
CSL Mobile Limited (Mobile)
Make The Right Call (Outsourcing Service)

Customer Engagement Program
AXA Hong Kong and Macau (Insurance)
Manulife (Cambodia) Plc (Insurance – Southeast Asia)

Global Support Services
DHL Express (Hong Kong) Limited (Logistics)
China Telecom Global Ltd (Telecommunications) D

Best Customer Experience Management
Maserati (China) Trading Co., Ltd (Automobile China) E
VPBank Finance Company Limited (FE Credit) (Banking – Southeast Asia) F
GEX Ventures Pte Ltd (Financial Investment)
AXA Hong Kong and Macau (Insurance)
DHL Express (Hong Kong) Limited (Logistics)
CSL Mobile Limited (Mobile)

Best Shopping Experience
AXA Hong Kong and Macau (Insurance)

Contact Center
Teleperformance In China (Outsourcing Service China – Above 3000 Seats) G
Advanced Contact Center Co., Ltd. (Telecommunications – Under 3000 Seats)
DHL-Sinotrans International Air Courier Ltd. (Logistics – Under 1000 Seats)
Infinitus (China) Company Ltd. (Direct Marketing - Under 500 Seats)
DHL Express (Hong Kong) Limited (Logistics – Under 300 Seats)
CSL Mobile Limited (Mobile – Under 300 Seats) H
AXA Hong Kong and Macau (Insurance – Under 200 Seats) I
Manulife (Singapore) Pte Ltd (Insurance Singapore – Under 50 Seats) J
China Telecom Global Ltd (CTExcel) (Telecommunications – Under 50 Seats)

Customer Service Center
AIA Singapore Pte Ltd (Insurance) K
Infinitus (China) Company Ltd. (Direct Marketing)

Customer Satisfaction Quality System
GEX Ventures Pte Ltd (Financial Investment) L
AXA Hong Kong and Macau (Insurance)
DHL-Sinotrans International Air Courier Ltd. (Logistics)

Customer Loyalty Program
The Dairy Farm Company, Limited - Mannings (Retail) M

People Development Program
Hang Lung Properties Limited (Property Management)

Online Customer Service
DHL-Sinotrans International Air Courier Ltd. (Logistics)
Shenzhen Gas Corporation Ltd. (Public Utility)

Best Internet+
Infinitus (China) Company Ltd. (Direct Marketing)

Outsourcing Service of the Year
China Telecom Corporation Limited Guangzhou Branch (Contact Center – China)

Make The Right Call (Contact Center – Hong Kong)

Best Use of Technology
Advanced Contact Center Co., Ltd. (Telecommunications)

Innovative Technology
Maserati (China) Trading Co., Ltd (Automobile)
AXA Hong Kong and Macau (Insurance)

Integrated Support
China Telecom Global Customer Service Center (Telecommunications)

Best Use of Knowledge Management
AXA Hong Kong and Macau (Insurance)
Henderson Land Group Property Management Department (Hang Yick and Well Born) (Property Management) N

Best Social Media Program
Advanced Contact Center Co., Ltd. (Telecommunications)

Overview of 18th CRE Awards Process

Asia Pacific & International CRE Awards	AP	Int'l
Open for Application & Nomination CSQS Preparation for the CRE^	7/2019	11/19
Application Deadline	8/19	12/19
Self Assessment Questionnaire	9/19	1/20
Business Case Presentaion	9/19	2/20
Stage One Screening	9-10/19	2-3/20
Mystery Call/Visit	9-10/19	1-4/20
CSQS and CSKM On-Site Assessment		
Stage Two Screening	10-11/19	3-4/20
Public Web Voting	10-11/19	3-4/20
Final Assessment by Judging Panel	11/19	5/20
CRE Awards Dinner Ceremony	6/20	6/20
Press Release & Publication of Newspaper	7/20	7/20

AP: Asia Pacific Application Int'l: International Application
^CSQS Training is mandatory for CRE Awards Application

Jaiporn Srisakul (left2), Managing Director, Advanced Contact Center, Thailand

10 Consecutive Years DHL-Sinotrans International Air Courier Ltd., China

Robert Elliott (right2), CEO & GM, Manulife (Cambodia)

Zhang Ping (right2), Vice President, Marketing, China Telecom Global Ltd

Fu Ping (middle), GM, Shenzhen Maserati China

Basker Rangachari (right), Marketing Director (CMO), VPBank Finance (FE Credit), Vietnam

Alex Chan (right), Operations Director, Teleperformance In China

Bruce Lam (right2), Chief Marketing Officer, CSL Mobile

Sudesh Thevasenabathy (left1), Head of Customer Care Mgt, AXA Hong Kong and Macau

Sharon Cheok (middle), Director, Client Services, Manulife (Singapore)

Michelle Leong (right2), Head of CS, AIA Singapore

Patrick Liew (right), Executive Chairman, GEX Ventures, Singapore

Yvonne Tang (right3), Director, Sales and Marketing, The Dairy Farm - Mannings

17 Consecutive Years Henderson Land Group Property Management Department

CRE Awards Individual Winners

CEO of the Year
Kalidas Ghose, VPBank Finance Company Limited (FE Credit) (Banking)
Ma Xiao Liang, China Telecom Corporation Limited Guangzhou Branch (Outsourcing Service)

CRM Director of the Year
Basker Rangachari, VPBank Finance Company Limited (FE Credit) (Banking)
Nara Kann, Manulife (Cambodia) Plc (Insurance)

CRM Manager of the Year
Cloudy Li Yun Wei, China Enterprise Ict Solutions Limited (Network Communications)

Project Manager of the Year
Hu Xin Yue, Dhl-Sinotrans International Air Courier Ltd. (Logistics)
Gilbert Lam Wai Ki, CITIC Telecom International CPC Limited (Network Communications)
Lan Lan, China Telecom Corporation Limited Guangzhou Branch (Outsourcing Service)

Customer Service Manager of the Year
Stephen Matthews, AXA Hong Kong and Macau (Insurance – Contact Center)
Larry Koo Kui Lap, HKT Limited - Customer Service Center (IoT Smart Home – Contact Center)
Benson Lam Chun Wai, CSL Mobile Limited (Mobile – Contact Center)
Channing Lee Chun Ning, Make The Right Call (Outsourcing Service – Contact Center)
Dick Chan Kwan Wing, AXA Hong Kong and Macau (Insurance – Service Center)
Chi Yao Lung, HKT Limited - Customer Service Center (IoT Smart Home – Service Center)
Debbie Cheng Pui Yan, China Telecom Global Ltd (CTExcel) (Mobile – Service Center)
Venus Wong Nga Hung, CITIC Telecom International CPC Limited (Network Communications – Service Center)
Bobo Po Wing Ha, AXA Hong Kong and Macau (Insurance – Technical Center)
Jesse Hoo Sze, HKT Limited - Customer Service Center (IoT Smart Home – T & D Center)
Rex Choi Chung Ho, CSL Mobile Limited (Mobile – T & D Center)

Customer Service Analyst of the Year
Anna Oh, Manulife (Singapore) Pte Ltd (Insurance – Contact Center)
Emily Yuan Jian, China Enterprise ICT Solutions Limited (Network Communications – Contact Center)
Liang Yu Lin, China Telecom Corporation Limited Guangzhou Branch (Outsourcing Service – Contact Center)
Shirley So Hing Yu, HKT Limited - Customer Service Center (IoT Smart Home – Service Center)
James Fan Ka Ming, HKT Limited - Customer Service Center (IoT Smart Home – T & D Center)
Rex Choi Chung Ho, CSL Mobile Limited (Mobile – T & D Center)

Customer Service Supervisor of the Year
Candy Chan Lai Har, AXA Hong Kong and Macau (Insurance – Contact Center)
Germaine Luen Ki Ki, HKT Limited - Customer Service Center (IoT Smart Home – Contact Center)
Eric Kwok Siu Hong, CSL Mobile Limited (Mobile – Contact Center)
Huang Liang Peng, China Telecom Corporation Limited Guangzhou Branch (Outsourcing Service – Contact Center)
Stella Yuen Kwan, AXA Hong Kong And Macau (Insurance – Service Center)
Mak Ho Ming, HKT Limited - Customer Service Center (IoT Smart Home – Service Center)
Gloria Fung Ka Po, HKT Limited - Customer Service Center (IoT Smart Home – T & D Center)
Jiu Wing Pong, CSL Mobile Limited (Mobile – T & D Center)

Customer Service Team Leader of the Year
Carmen Mai Jia Wen, AXA Hong Kong and Macau (Insurance – Contact Center)
Jo Leung Ho Yan, DHL Express (Hong Kong) Limited (Logistics – Contact Center)
Kennis Chan Wan Kam, CSL Mobile Limited (Mobile – Contact Center)
Danny Yu Chi Hong, Dah Chong Hong Holdings Limited (Motor Services – Contact Center)
Wilson Xu Guo Lin, China Enterprise ICT Solutions Limited (Network Communications – Contact Center)
Candice Wu Ching Chi, Make The Right Call (Outsourcing Service – Contact Center)
Emily Tan Hoi Man, The Hongkong Electric Co., Ltd. (Public Utilities – Contact Center)
Lee Sai Kit, AIA Singapore Pte Ltd (Insurance – Service Center)
Vanessa Ng Wing Yu, HKT Limited - Customer Service Center (IoT Smart Home – Service Center)
Freddie Xu Zhe Fu, China Telecom Global Customer Service Center (Network Communications – Technical Center)
Frankie Woo Man Fai, HKT Limited - Customer Service Center (IoT Smart Home – T & D Center)

Customer Service Professional of the Year
Yap Shi Ying, Manulife (Singapore) Pte Ltd (Insurance – Contact Center)
Ringo Lee Chi Fai, HKT Limited - Customer Service Center (IoT Smart Home – Contact Center)
Brenda Leung Suet Ting, DHL Express (Hong Kong) Limited (Logistics – Contact Center)
Karena Fong Sin Yee, CSL Mobile Limited (Mobile – Contact Center)
Terry Ching Ho Yeung, Dah Chong Hong Holdings Limited (Motor Services – Contact Center)
Catherine Qiu Yu Xuan, China Telecom Global Ltd (Network Communications – Contact Center)
Fiona Cheng Kwun Fong, Make The Right Call (Outsourcing Service – Contact Center)
Hayes Chung Hok Lam, The Hongkong Electric Co., Ltd. (Public Utilities – Contact Center)
Jeremy Lim Jiawei, AIA Singapore Pte Ltd (Insurance – Service Center)
Bill Lee Kam Cham, HKT Limited - Customer Service Center (IoT Smart Home – Service Center)
Qi Xin, DHL-Sinotrans International Air Courier Ltd. (Logistics – Service Center)
Percy Cheng Pui Yu, CITIC Telecom International CPC Limited (Network Communications – Service Center)
Peggy Au-Yeung Wing Sum, The Hongkong Electric Co., Ltd. (Public Utilities – Service Center)
Cliff Cheung Chi Kit, AXA Hong Kong and Macau (Insurance – Technical Center)
Camino Li Ji Heng, China Telecom Global Ltd (Network Communications – Technical Center)
Lee Yee Loi, The Hongkong Electric Co., Ltd. (Public Utilities – Technical Center)
Joe Chan Ka Leung, HKT Limited - Customer Service Center (IoT Smart Home – T & D Center)
Ricky Wong Chi Keung, CSL Mobile Limited (Mobile – T & D Center)

Merit - Project Manager of the Year
Qin Li Xuan, China Telecom Global Ltd
Wan Lik Ping, China Telecom Global Ltd

Merit - Customer Service Manager of the Year
Wang Ting, China Telecom Global Ltd (CTExcel) (Contact Center)
Henry Ma King Hang, CSL Mobile Limited (Contact Center)
Tenny Lee Yuen Yee, CSL Mobile Limited (Contact Center)
Roy Hon Chun Hung, CSL Mobile Limited (Contact Center)
Edmond Kwan Ka Ming, CSL Mobile Limited (Contact Center)

Merit Certificate Customer Service Supervisor
Ian Wong Yik Hang, CSL Mobile Limited (Contact Center)
Lam Man Ho, CSL Mobile Limited (Contact Center)
Ray But Ka Wai, CSL Mobile Limited (Contact Center)
Benjamin Lam Kin Bun, CSL Mobile Limited (Contact Center)
Deco Au Yeung Yuen Ting, CSL Mobile Limited (Contact Center)

Merit Certificate Customer Service Team Leader of the Year
Yiu Kin Wai, CSL Mobile Limited (Contact Center)
Frankie Fong Yi Lok, CSL Mobile Limited (Contact Center)
Yannis Cham Hong Yi, CSL Mobile Limited (Contact Center)
Cheryl Tok Shi Ling, AIA Singapore Pte Ltd (Service Center)
Clara Lo Pui Sze, AXA Hong Kong and Macau (Service Center)
William Jiang Chuan Qi, China Telecom Global Customer Service Center (Technical Center)
Li Wei, China Telecom Global Customer Service Center (Technical Center)
Frank Xu Xiao Feng, China Telecom Global Customer Service Center (Technical Center)

Merit Certificate Customer Service Professional of the Year
May Wong Wai Mei, AXA Hong Kong and Macau (Contact Center)
Bryan Cheung Yat Yung, CSL Mobile Limited (Contact Center)
Raymond Tong Man Hou, CSL Mobile Limited (Contact Center)
Sung Man Fei, CSL Mobile Limited (Contact Center)
Lee Tsz Ching, CSL Mobile Limited (Contact Center)
Jayden Siu Wai Lok, CSL Mobile Limited (Contact Center)
Lowell Cheung Wing Yin, CSL Mobile Limited (Contact Center)
Carmen Chung Ka Man, CSL Mobile Limited (Contact Center)
Pazu Cheung Yip Wai, DHL Express (Hong Kong) Limited (Contact Center)
Ada Lam Hoi Shan, DHL Express (Hong Kong) Limited (Contact Center)
Ginny Kwok Wun Yi, Make The Right Call (Contact Center)
Kon Shi Wang, Manulife (Singapore) Pte Ltd (Contact Center)
Carole Hui Suk Ping, The Hongkong Electric Co., Ltd. (Contact Center)
Calvin Cheung Tak Kei, The Hongkong Electric Co., Ltd. (Contact Center)
Chee Jun Hao, AIA Singapore Pte Ltd (Service Center)
Sam Kong Fong Ching, AXA Hong Kong qnd Macau (Service Center)
Jim Chen Xiao Jun, China Telecom Global Ltd (Technical Center)
Henry Cheung Kin Cho, The Hongkong Electric Co., Ltd. (Technical Center)
Wong Wing Kan, The Hongkong Electric Co., Ltd. (Technical Center)
Li Siu Tan, The Hongkong Electric Co., Ltd. (Technical Center)

Customer Service Professional of the Year Winner Group Photo with Mr. Jason Chu, Chairman of APCSC. This year, we have another new record for the individual awards with 102 winners.

CRE Leaders are Game Changers, Transformers & Disrupters!

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Hang Lung Promotes Customer-centricity through Building Excellent Corporate Culture

Ms. Janet Poon (2nd from left), Deputy Director – Human Resources of Hang Lung Properties, celebrates with her team for winning the "People Development Program of the Year" and the "Employee Engagement Program of the Year" at the International Customer Relationship Excellence Awards.

The CEO Award allows colleagues to gain a deeper understanding of our corporate culture. Mr. Weber Lo (5th from right), Chief Executive Officer of Hang Lung Properties, presented the Hang Lung CEO Award to the team from Gala Place.

Hang Lung launches The Emerald Award to pay tribute to the unparalleled performance of frontline staff members in customer service, motivating colleagues to "Go the Extra Mile" in providing superb service.

Hang Lung Learning & Development Team receives "The Employee Engagement Program of the Year" and "The People Development Program of the Year" Awards.

Hang Lung Properties (Hang Lung) upholds the customer-centric principle and commits to pursue excellent service levels. Hang Lung delivers quality customer service and a unique Hang Lung branded experience to its diverse portfolio of properties across Hong Kong and on the Mainland. Hang Lung also holds the employees to the highest standards, and formulates appropriate measures and strategies for all facets of employees life. These range from remuneration and recognition, in addition to employees' physical and mental well-being, Hang Lung pledges to become the Employer of Choice in the market.

This year, Hang Lung has again earned honors from the Asia Pacific Customer Service Consortium's (APCSC) International Customer Relationship Excellence (CRE) Awards in the category of Property Management. The two titles it has won, which recognize the Company's efforts in promoting its corporate culture, are the "Employee Engagement Program of the Year" and the "People Development Program of the Year".

Ms. Janet Poon, Deputy Director – Human Resources of Hang Lung, said: "We are truly honored to be conferred with these diverse human resources-related awards. We view all our staff as precious assets and have consistently invested in a people management strategy that develops programs that suit all the various needs of our staff, providing a safe and comfortable working environment that enables our colleagues to realize their full potential."

Comprehensive STAR Service Campaign

Steadfastly upholding its customer-centric principle, Hang Lung has built up a high-quality service team with the help of comprehensive training and recognition initiatives. For example the Company has launched its Hang Lung STAR Service Campaign – Advanced level (Customer Service Module 3). This is designed to enhance standards in areas such as people development, outfitting and image, as well as to improve operational facilities and re-define what is meant by quality service standards. Since the launch of the campaign, more than 7,000 frontline staff from Hong Kong and the Mainland have benefitted from it.

Apart from embedding the customer-centric concept throughout our operations, Hang Lung is dedicated to promoting a corporate culture that is firmly rooted in integrity. Under the "Integrity Starts with Me" campaign, initiatives such as an online learning platform, tips cards, posters and case studies, were designed to explain the importance of integrity to staff and encourage them to uphold the highest standards of integrity and honesty in their work.

Quality Working Environment

Employees are the Company's most valuable asset, the key driving force behind our development. As a result, Hang Lung prepares comprehensive human resources plans for employee care, training and development. Its policies take into account each and every employee's needs and position in the Company in order create the most fulfilling employee experience.

In addition to offering competitive remuneration and benefits packages, Hang Lung encourages employees to explore new job challenges and opportunities in different departments, to continuously engage in self-improvement, and most importantly to maintain a good work-life balance. To this end, the Company has introduced a wide variety of awards, initiatives, training programs, and family-friendly policies and activities. These include the CEO Award, which encourages cross-departmental collaboration; the Emerald Award, which recognizes the service excellence of frontline staff; plus the CareerConnect program which facilitates internal transfers. These are all measures meticulously designed to build employee loyalty.

Hang Lung designs different interactive games and activities in the training program.

What is more, Hang Lung has established Academy 66, the training and development division of the Company based on the Customer Service Quality Standard (CSQS) model. Since then, Academy 66 has successfully systematized and improved the company's training schemes. One highlight is the online learning platform eAcademy 66, which allows employees to explore and learn operational techniques 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. All these features enable employees to plot their career development and better understand what they can expect to gain from their jobs.

The Emerald Award

Hang Lung launched the Emerald Award scheme in 2014 to recognize frontline staff who demonstrate excellent customer service, an initiative that underlines the importance of service to the Company's corporate culture. Last year, the Award received about 350 nominations, the highest number since the scheme's inception, from Hang Lung properties across Hong Kong and the Mainland. The six winning cases reflect the unparalleled levels of service the Company provides to its customers and tenants. They also display our unwavering attention to detail and our staff's deep commitment to "Go the Extra Mile".

Going forward, being customer-centric lies at the very heart of Hang Lung's operations strategy, under which all our teams pay close attention to all opportunities that come available to interact with customers and understand their needs.

Ever-evolving Customer Experience

The Company announced the launch of its brand-new membership program, HOUSE 66, last September at Plaza 66, its flagship property in Shanghai. The program was then extended to other projects on the Mainland. HOUSE 66 allows Hang Lung to capture and make best use of big data to formulate more effective leasing and business campaigns. Together with a variety of tailor-made and exclusive member services, we are fully equipped to offer a truly unique experience to our loyal customers.

HOUSE 66 also engages with its distinguished tenants from international brands in collaborative activities and events that provide unique offerings and exclusive experiences for shoppers, with the ultimate goal of achieving a win-win-win situation for both the customers and tenants.

Stay Focused on Achieving the Goal

Hang Lung's vision remains unchanged and sharply focused as it develops into one of the Mainland's most highly admired commercial property developers. In view of the challenges that lie ahead, the Company has identified four attributes for securing success, namely Deliver Customer Value, Work as a Team Player, Act as an Owner and Care about People. With these attributes, the Company is able to realize its approach with a customer-centric and marketing-driven strategy at the heart of its operations, thereby offering customers and tenants alike the excellence of service and privileged experience that are unique to the Hang Lung brand.

Mr. Weber Lo (Center), Chief Executive Officer of Hang Lung Properties, announces the launch of HOUSE 66, which is dedicated to providing customers with unique and personalized services, enabling Hang Lung to establish a more personal and enduring relationship with its customers.

To pursue of excellent service is integral to Hang Lung's corporate culture and uphold the customer-centric principle, Hang Lung provides outstanding customer service training programs and an extensive variety of initiatives to its diverse portfolio of properties across Hong Kong and on the Mainland. Hang Lung hold employees to the highest standards, and formulate appropriate measures and strategies for all facets of employee life. These range from recruitment, training and development to remuneration and recognition, Hang Lung pledges to become the Employer of Choice in the market.

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

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Aim for New Heights with Innovation

The **People Site Certification (PSC)** is a recognition and achievement for firms that invest in professional people development with over 90% of their service center staff certified under APCSC's Global Certification program. **Mead Johnson Nutrition (Hong Kong) Ltd. (MJN)** and **Quality HealthCare Medical Services Ltd. (QHMS)**, have once again achieved the **PSC** honor.

Mr. Pankaj Agarwal, General Manager of MJN Hong Kong & Taiwan emphasised that the PSC achievement not only recognizes their efforts in customer service excellence, but also encourages them to continue to aim for new heights, and proud to have served HK parents for the past 50 years with innovative, high-quality and science-based pediatric nutrition products.

We Are Always Actively Listening

The Customer Service Department of QHMS handles over 70,000 calls and 7,000 emails a month. **Ms. Elaine Chu, General Manager of QHMS** expressed their delight being awarded the PSC recognition for 14 consecutive years, "We are always actively listening to our customers' feedbacks, and we treat them as useful resources for our ongoing improvement and measurement of success."

Jason Chu, APCSC Chairman congratulated the winners for their successful development, empowerment, engagement of employees, and career development, through customer centric initiatives, culture, teambuilding engagement to achieving win-win-wins for stronger customer satisfaction, relationship and loyalty.

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

CSQS on-site Assessment – AIA Singapore accompanied by Melita Teo, Chief Operations Officer (first row left)

CSQS on-site Assessment – DHL-Sinotrans accompanied by Betty Liang, Area Customer Service Director (left 4).

CSQS on-site Assessment – The Hongkong Electric accompanied by Rosa Ho, Senior Manager (Customer Services) (left 1).

ServiceNow won CRE Innovative CSM Awards

Since 2012, through **The HK International CRE Innovation Expo Awards, APCSC** recognizes innovative solutions and services in Asia-Pacific region. Submissions are assessed through innovative products or services, business case presentation, summary, customer reference and customer satisfaction. This year's theme is ***Big Data, Mobile 5G, Digital, Social and CRM, contact center, BPO, eCom & A.I. IoT.*** **ServiceNow** from the USA was awarded the **8th HK International Expo CRE Innovation Awards - CRE Innovative Customer Service Management (CSM).**

Digital Power enhance work efficiency

Mr. Aps Chikhalikar, Chief Innovation Officer, APJ of ServiceNow said, "In the last 10 years technology has taken what is complex in our personal lives and made it simple, easy and intuitive. ServiceNow believes in the power of technology to do the same for us at work - to create better ways to get work done. We're developing powerful, digital workflows to tackle some of the most common work processes and setting a new standard for world-class customer service in partnership with our customers – which include TAL Apparel, Hong Kong Baptist University, SmarTone and Tata Communications."

Aps Chikhalikar (right), Chief Innovation Officer, APJ, ServiceNow received CRE Innovation Expo Awards.

Big Data, AI, Multi-Channels improve CX

Mr. Jason Chu, Chairman of APCSC stated, "Customer Service Management deploying Big Data, AI technologies, and Multichannels are helping to improve corporations' capabilities to better support our customers with efficiency and accuracy in our daily customer experience, not only create convenience, personalization and self-help services, but also improve employee productivity and career development. Leading firms are identifying innovative technologies and solutions constantly, and creating new products and services to transform customer experience, strengthen loyalty and market position."

Shenzhen CRE & CSQS Roundtable on 31 July 2018 hosted by Shenzhen Gas.

Guangzhou CRE & CSQS Roundtable on 2 August 2018 hosted by China Telecom Guangzhou Branch.

Hong Kong CRE & CSQS Roundtable on 14 August 2018 hosted by HKU SPACE Executive Academy.

Taipei CRE & CSQS Roundtable on 19 September 2018 hosted by Far EasTone Telecommunications.

Beijing CRE & CSQS Roundtable on 13 November 2018 hosted by Teleperformance In China.

Shanghai CRE & CSQS Roundtable on 15 November 2018 hosted by AIA China.

Singapore CRE & CSQS Roundtable on 6 December 2018 hosted by IBM Singapore.

Hong Kong CXO Forum on 7 March 2019 hosted by The Hong Kong University of Science and Technology (HKUST) and announce the launch of the FIRST HK CRE Index Research Consortium & cutting-edge big data intelligence platform.

Ahead of Benchmark on CX, Brand, Loyalty

The Int'l Customer Service Quality Standard, CSQS, jointly developed by APCSC and Hong Kong University, HKU Research Team, holds the most advanced and comprehensive key to deliver the best customer service and relationship. The CSQS is refined and upgraded every year by reviewing the best practices set by CRE Awards winners. As the assessment criteria of the Int'l CRE Awards, CSQS is setting the world class standard and benchmark on customer experience, brand loyalty, innovation to stay ahead of the competition.

Customer Centric Quality & Business Excellence

Mr. Jason Chu, Chairman of APCSC shared, "The certified CSQS leaders have uplifted their market leadership in innovation, customer experience management, employee engagement, and process integration efforts through the CCSM professional certification and CSQS Project Management, and have created excellent ROI's in people, customers and corporate branding in Asia Pacific. Congratulations for their unwavering dedication to customer centric quality and business excellence!" This year, the CSQS site certificates and trophy are awarded to **Henderson Land Group Property Management Department (Hang Yick and Well Born)** for achieving **CSQS Level 3** for an impressive **11 consecutive years**.

Suen Kwok Lam (right), Executive Director, Henderson Land Development Co. Ltd. received CSQS Member Certificate and Trophy.

Premium Property Management Services

Mr. Suen Kwok Lam, BBS, MH, JP, Executive Director of Henderson Land Development Co. Ltd. is honored for achieving CSQS Level 3 again this year, *"Henderson Land Group Property Management Department (Hang Yick and Well Born)* with CSQS Certification Distinction, has been achieving various kinds of Awards presented by the Asia Pacific Customer Service Consortium over the past years. This 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."

Phnom Penh CRE & CSQS Roundtable on 29 April 2019 hosted by Manulife Cambodia.

Singapore CRE & CSQS Roundtable on 25 April 2019 hosted by AIA Singapore.

Beijing CRE & CSQS Roundtable on 15 April 2019 hosted by Open Education.

Int'l CRE & CSQS Leadership Summit 2019 Int'l CRE Awards Ceremony & HK Int'l CRE InnoExpo Awards

HKUST & APCSC Research Innovate HK Consumer Economic Index

International CRE & CSQS Leadership Summit CEO Luncheon Day 1

International CRE & CSQS Leadership Summit CEO Luncheon Day 2

Social Media & KOL's Impact Public Opinions

The service industry has played a pivotal role in Hong Kong's economy and contributed more than 90% of Hong Kong's GDP over the years. The measurement of consumer satisfaction, as a core indicator of the performance and business prospect of the service industry, plays a vital role in HK's attempt to enhance its strategic position globally. In view of the influential social media era and KOL's on political, economic, social and public opinions, it is especially critical and paramount to establish a reliable, effective, comprehensive and traceable measures of consumer satisfaction and customer relationships for Hong Kong economy.

Economic Indi K Global Position

At the HK CXO Forum during the 17th Int'l CRE Leadership Summit held in June, **Prof. Fugee Tsung from Hong Kong University of Science and Technology (HKUST)** proposed a hierarchical framework that combines econometric model and multiple natural language processing (NLP) methods to collect end-user research data and large-scale online data to provide more accurate consumer satisfaction indicators. **Prof. Tsung and Prof. Lei Chen from HKUST and APCSC Chairman, Jason Chu,** are working on a joint research consortium based on statistical modeling analysis techniques to launch The Hong Kong Customer Relationship Excellence Index **(HK CRE Index, The Index).**

First HK Consumer Economic Index using Big Data

Among them, the econometric model embedded in the index has a rich theoretical support from the marketing and consumer research, which guarantees the validity of the index score. Natural language processing technology can extract valuable consumer feedback from a large-scale open online data, complementing the econometric model. This innovative research will be conducted in various sectors of Hong Kong, providing cross-industry index comparability, including HK's overall consumer orientation, dynamics, and benchmarking for quality measurement with other international economy, products and services sectors.

International consumer indices have been proven to be leading indicators of future business performance. Accurate index measurement is crucial to guarantee the industry's success in strategy and key decision-making formulations. HKUST and APCSC are working together with market pioneers to be members of the HK CRE Index, take part in the first 18-month index development, supported by the **Innovation & Technology Fund (ITF)** to improve HK's int'l brand status and competitive advantage. Interested parties please contact Mr. Pan at (852) 2174 1428 Email: enquiry@apcsc.com All scientific research, surveys and big data analysis reports will be conducted jointly by HKUST and APCSC.

Prof. Fugee Tsung, Dep. of Industrial Engineering & Decision Analystics, HKUST shared at the CXO Luncheon Forum.

2019 Int'l CRE & CSQS Leadership Summit

June 20 Morning Session

Game Changers: InnoTech, A.I. Ecosystem & CX Brand Value

Sudesh Thevasenabathy, Head of Customer Care Management, *AXA Hong Kong and Macau*
Aps Chikhalikar, Chief Innovation Officer, APJ, *ServiceNow*
Dave Giblin, Head of Strategic Business Consulting, Asia, *Genesys*
Edward Bell, GM, Brand, Insights and Marketing Communications, *Cathay Pacific Airways Limited*

June 20 Afternoon Session

CXO Forum Game Changers: Digital Leadership, Transformation & Mobility

Annie Leung, GM - Customer Experience Development, *MTR Corporation*
Claire Stern, Senior Manager, Website & e-Commerce, *AXA China Region Insurance Company Limited*
Alex Chan, Founder, Principal Consultant, *Brainy Alliance International Management Consulting Limited*

June 21 Morning Session

Game Changers: A.I. & Onmi-Channel New Experience Economy - Strategic Growth Opportunities in Belt & Road

Jaiporn Srisakul, MD, *Advanced Contact Center Co., Ltd., Thailand*
Basker Rangachari, Marketing Director (CMO), *FE Credit*
Mike Mi, Deputy GM, *National Center for Open & Distance Education*

June 21 Afternoon Session

CXO Forum: Game Changers: Mobile 5G, AI, IoT, BPO & Sharing Economy – Strategic Growth Opportunities in the Greater Bay Area

Bruce Lam, Chief Marketing Officer, *CSL Mobile Limited*
Gina Wong, Founder & CEO, *Make The Right Call*
Yongqiang Fu, President, *TCL Sharing Appliance*
Shen Bo, Deputy GM, Information Service Center, *China Telecom Corporation Limited Guangzhou Branch*

June 20 CXO Luncheon Forum: Game Changers, Big Data CRE Index & Loyaty Ecosystem

Jason Chu, Chairman, *Asia Pacific Customer Service Consortium*
Prof. Fugee Tsung, Department of Industrial Engineering and Decision Analytics, *Hong Kong University of Science and Technology*

June 21 CEO Lncheon Forum: Game Changers: International CRE Leadership, Next Generation Engagement

Tatsumi Yamashita, Founder & CEO, *Help Desk Institute, Japan*
Robert Elliott, CEO & GM, *Manulife Cambodia*

Game Changers Leadership Summit & CEO Forum

This year, the Int'l CRE Leadership Summit focused on the theme of ***"Game Changers: Big Data, CRE Index, InnoTech, A.I. Ecosystem & Sharing Experience Economy"***.

Technology innovation enhance CX

Edward Bell, General Manager of Brand, Insight & Marketing Communications of Cathay Pacific shared Cathay Pacific's history of continuous attention to customer service excellence through new technologies. In 73 years of history, the Division has made a series of steady innovations to continuously promote the progress of customer service. Data-driven models and machine learning are used to analyze customers' buying habits to mine the key factors of conversion rate. Cathay Pacific also promotes the development of many innovative technologies, adopting block chains and social media platforms for ***Asia Miles*** promotions.

Building Digital Ecosystem

Sudesh Thevasenabathy, Head of Customer Care Management, AXA Hong Kong and Macau also shared his topic of "Maintaining the Personal Touch - How Humans and Machines Co-exist". AXA's digital strategy is focusing on building a digital ecosystem offering a superior customer experience across their entire journey with AXA (from "I research", "I buy" to "I claim" and "I engage"). The challenge posed last year was to build a best in class digital solution to grow direct online business for Travel Insurance, and allow customers to purchase easily and get coverage instantly.

Smart Mobility improve customer journey

Annie Leung, General Manager - Customer Experience Development of MTR Corporation shared the topic of "Smart Mobility to Enhance Customer Satisfaction". Annie shared about MTR "Railway 2.0" that promotes smart mobile to provide a more personalized and digital customer experience, including chatbots and waiting time forecast, peer-to-peer lobby interactive maps, customer loyalty points, alighting reminder alert, and connecting traffic information.

Customer Experience (CX) in the digital era is a core differentiator to the modern service industries. Today, digital innovation is a revolution of CX that gives customers multiple ways of digital self-serve channels and allows our frontline to focus on complex tasks. Collaboration between digital capability and human is our key success factor. It creates an ideal platform that reduce customer efforts at all stages of customer journey, making it easy for customers to reach **AIS** (Advanced Information System) quickly with their preferred experience in Thailand.

About 79% of our total contacts are handled by fully self-service IVR, Speech Recognition and AI text chatbot. Digital self-service has played a key role in **AIS Contact Center** to reduce substantial operation cost and upscale our capability to our service anytime anywhere. One of our key success factors to overcome this question is collaboration between use of digital capability and human. It creates ideal platform that reduce customer effort at all stages of the customer journey, making it easy for AIS customers to reach our products & services and deliver them quickly with the right customer experience.

The Dynamic IVR integrates with multiple customer databases also recommends matching packages based on customers' historical usages. The AI chatbot creates natural conversation, delivers the right service matching customers' lifestyle, and completes real-time transactions seamlessly across channels. It enables new customer experience for the AIS new generation customers.

The CRE Awards, CSQS standard, and events organized by APCSC have helped us define best practices. The ideas shared from forward-thinking CRE Leadership also help us create opportunities, understand, and develop a digital strategy accelerated year by year.

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

Work constantly to understand what our customers want, while maintaining an agility to respond swiftly to the ever-changing customer preferences and needs. As Kong Kong's leading mobile operator, CSL Mobile (**CSL**) strives to stay ahead of market trend in order to meet and exceed customers' expectations and enrich their everyday lifestyle at every opportunity. For example, we take the hassle out of changing new phones for customers by transferring all content and apps from old to the new device swiftly, and offering an array of mobile accessories easily to enjoy the convenience.

CSL's unique service culture, where all employees become immersed in the two-way channel of ***communications***, aims to raising service standards, includes weekly & monthly meetings where managers share and review a variety of solutions. Our leadership also empowers all teams to achieve short and long-term service enhancement objectives. ***Supervision*** through internal assessment team and other agencies via "mystery shoppers" helps pinpoint opportunities for improvement.

Time-to-market has become critical to success, and it's essential to expand the variety of products and services. ***Review*** of customer surveys via SMS, email, and an interactive panel encourage customers to share their thoughts on the service offering. These valuable insights translate to tailored value-added services to suit different customer needs.

CSL has earned a track record in keeping abreast of the rising market demand and expectation by listening to customers. Excellent customer service is extremely important. Special training enables our staff to quickly understand customers' unique requirements, then satisfy them by drawing on their product-and-service knowledge and referring to helpful guidelines provided. Employees are also encouraged to take part in external competitions, so they can be inspired by other industry professionals and be proud to work at CSL.

Bruce Lam, Chief Marketing Officer
CSL Mobile Limited

Excellent Customer Service (CSE) is proven to contribute significantly to brand loyalty and customer retention. Living in the digital age where customers often suffer from "Choice Fatigue", competition for customer attention has become more intense. Meeting the evolving needs of the fast growing digital consumers through digital innovation is the way forward.

In the past 3 years, AIA Singapore (AIA) has revolutionized the insurance purchasing and servicing experience through a whole suite of innovative digital tools. All frontline staff and representatives are upskilled to deliver new service experience and help empower our customers via self-service digital channels 24/7, anytime, anywhere. Special funding is also available for employees to springboard their ideas.

AIA's "***Customer-First***" culture, where all employees are brand ambassadors, is committed to putting customers at the forefront of everything we do, upholding CSE across all functions, and not just relying on the frontline. Several initiatives have helped nurture the customer-first culture throughout AIA. A red chair in all meeting rooms as a symbolic reminder to always consider the customer's perspective. AIA leaders lead by example by servicing at the Service Centers. Management would lead to do the right things, starting with how it #feelsgoodtobeAIA, taking care of staff's wellbeing, and further creating a wonderful customer experience. Our customers are reminded of AIA's brand promise to help them live healthier, longer, better lives, and across generations through their life journeys.

We are constantly looking for new game-changing ideas and innovation to improve CX further. The programs organized by APCSC have provided a great opportunity for us to share, and at the same time, learn best practices from other industries at an international level. This will undeniably elevate the CRE standards across industries.

Melita Teo, Chief Operations Officer
AIA Singapore

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