

FOR IMMEDIATE RELEASE

The Customer Loyalty Award Forum Customer Relationship Excellence Leadership Summit 2013 and Hong Kong International CRE & Innovation Expo & Awards

Hong Kong, China – February 26-27, 2013 -- **The Asia Pacific Customer Service Consortium (APCSC)** organized **The Customer Loyalty Award Forum (the Forum)** for Asia Pacific business communities, member companies with a two-day program consisted of the *Business Case Presentations* from the **International Customer Relationship Excellence Awards (CRE Awards)** participants. The presentations are part of the CRE Awards assessment process.



Mr. Jason Chu, Chairman of APCSC took the opportunity to encourage all the International CRE Awards participants to set world class customer service standards in their respective industries and borrow ideas from cross industry leaders and presenters. Some of the industry leaders presenting their business cases in the Forum included the following:

- 1010
- Advanced Contact Center Co., Ltd.
- American International Assurance Company Limited Guangdong Provincial Branch
- Aries Consulting Ltd
- Astro Malaysia Holdings Berhad
- China Pacific Life Insurance Co., Ltd.
- China Telecom Global Ltd.
- Chunghwa Telecom Co., Ltd.
- DHL-Sinotrans International Air Courier Ltd
- DHL Express (Hong Kong) Limited
- DHL Express (Singapore) Pte Ltd.
- DHL Express (Taiwan) Corp.
- Directorate-General of Personnel Administration Taiwan,
- Great Eagle Properties Management Ltd.
- Henderson Land Group Property Management Department (Hang Yick and Well Born)
- Hang Lung Properties Limited
- IBM Solution & Services (Shenzhen) Co., Ltd
- Land Transport Authority
- MetLife Limited
- PT XL Axiata Tbk
- RHB Bank Berhad Singapore
- The Hongkong Electric Co., Ltd.
- The Hong Kong Jockey Club

Each company has applied for different categories in the International CRE Awards. The participants need to demonstrate their achievements of Customer Relationship Excellence and excellent customer service delivery in their organizations; their management leadership, performance of the Customer Service Center; successful strategies for attracting and retaining customers; innovation, technology, service and support infrastructure; service level agreement and management; measuring and managing customer satisfaction levels; identifying revenue opportunities, etc. The International CRE Awards is the best award for International Customer Relationship Excellence achievements and benchmarking.



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The Customer Service Quality Standard (CSQS) is the CRE Model. All applicants from different industries will be assessed against the CSQS criteria to check for compliance and achievements in the respective areas of management responsibility, resource management, process management and performance management during the CSQS site visit assessment as the most important next step following the business case presentation.

During the Forum, Mr. Chu also introduced the upcoming **Customer Relationship Excellence (CRE) and Customer Service Quality Standard (CSQS) Leadership Summit (The Summit)** and **The Hong Kong International CRE & Innovation Expo (The Expo)** on 13-14 June 2013. **The Summit** is an International Conference for leading companies to exhibit and showcase Customer Service and CRM related best practices, success stories, technologies, as well as keynote presentations by honorable guests of APCSC, government and industry leaders and experts of the Leadership Community. (www.apcsc.com/cresummit) and business practitioners, experts, research scholars and professionals, postgraduate students and senior executives to share and build knowledge about customer relationship management, customer information system and service quality. **The Expo** is organized in conjunction with the **Expo Innovation Awards** dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in Digital marketing, Social Media and Mobile Internet & CRM, contact center, BPO and eCommerce.

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**About Asia Pacific Customer Service Consortium (APCSC)      [www.apcsc.com](http://www.apcsc.com)**

APCSC is founded with the belief of *“Excellent Customer Relationship is the only way to Sharpen your Competitive Edge !”* The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across Asia Pacific Region and to recognize and reward companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. Through the Customer Relationship Excellence Award, **APCSC promotes Customer Relationship Excellence as a core business value** in international cities across Asia Pacific and to recognize government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**About CRE & CSQS Leadership Summit 2013 June 13-14      [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)**

CRE & CSQS Leadership Summit is an International Conference for exhibiting and showcasing Leadership in Innovation, Strategy, KM, Customer Service, Social Media, Public Service and CRM strategy and best practices by world class companies, subject experts, CRE Awards winners, Best-in-Class recognitions, CSQS Committee members, industry leaders and experts of the CRM Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for effective knowledge sharing, exemplary customer success leadership and showcase for WORLD-CLASS cities with high service quality and Customer Relationship Excellence. It would be a great honor and privilege to have your support and sponsorship to showcase your business success and industry leadership at this international leadership summit in Hong Kong, an international financial, business, logistic, tourism and trade center.

**About Hong Kong International CRE & Innovation Expo 2013 June 13-14      [www.apcsc.com/expo](http://www.apcsc.com/expo)**

- **Digital marketing, Social Media and Mobile Internet**
- **CRM, contact center, BPO and eCommerce**

Hong Kong International CRE & Innovation Leadership Expo is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate”, to expand oversea markets, build up regular communication, achieve collaboration, improve companies’ international competitiveness, and lay foundations of reputation within the industry.

The Expo will provide opportunities for participants to communicate directly with global leaders in innovation and service industry, share technology, information and best practice in the forefront of the industry. With top industrial communication, large scale of participation, powerful driving force, the Expo will be a professional, practical, authoritative and international cross industry event.

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For Press interviews, APCSC CRE & CSQS Leadership Summit exhibition sponsorship, CRE Awards and sponsorship, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, MSN: enquiry@apcsc.com, QQ : 2303712688.