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Customer
Service
Consortium

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Discovering CRE Innovation, Meeting Future Customer Demand Today APCSC held CRE&CSQS Roundtable together with China Pacific Life Insurance in Shanghai

Shanghai – October 25, 2012 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with China Pacific Life Insurance Co., Ltd. in Shanghai. The CRE & CSQS Roundtable, with the theme of “Discovering CRE Innovation & Integration, Meeting Future Customer Demand Today”, has attracted experts and senior executives of CRM, Operation Management, Human Resources and Business Development fields from different industries including human resources, insurance, information technology, media, retail, architecture engineering, trading, e-commerce, financial and real estate sectors from mainland China on the CRE Strategies, Social CRM and customer experience management.

The following prestigious panelists also shared ideas about a wide range of topics and answered audience questions during the panel discussion:

- **Mr. Jason Chu, Chairman, APCSC, CRE Awards Panel of Judge**
- **Mr. Gu Xiaofeng, Operation Director, China Pacific Life Insurance Co., Ltd.**
- **Mr. Mike Mi, President, Academy of Contact Center & BPO (ACCB)**
- **Mr. Fan Xiaolong, General Manager, Credit Card Customer Service Center, Shanghai Pudong Development Bank**



Mr. Jason Chu, Chairman of APCSC addressed the delegates, “First of all, congratulations to China Pacific Life Insurance for receiving the highest honor of ‘Asia Pacific Customer Relationship Excellence Awards - Outstanding Achievement’ and the ‘Customer Service Quality Standard (CSQS) Level 3 Certification.’ APCSC has for years facilitated the trailblazing path, organized International CRE & CSQS Roundtable in many international cities in Asia Pacific, for corporate to attain sustainable higher achievement. According to the recent research conducted by the National Bureau of Statistics of China, the service industry has contributed more significantly in the overall China economy. Enterprises and local government have a consensus that the economic downturn “Forced” mechanism has accelerated the structural adjustment. The initial results included rising consumer spending. The contribution of consumer spending to the economic growth in the first three quarters is 55%, exceeding the investment contribution. The emerging industries grew faster than the overall industry average growth, together with the decreasing energy consumption rate and satisfactory employment rate, conducive to the development of structural adjustment.” **Mr. Chu** concluded, “APCSC continues to discover and promote Customer Relationship Excellence (CRE) Leadership innovation best practices and strategic transformation achievement. The commitment to CRE innovation and integration are the key determining factors for business sustainability and market leadership. Through the CRE & CSQS Leadership Summit, Hong Kong International CRE & Innovation Expo, and CRE & CSQS Roundtable in international cities in Asia Pacific region, we hope to work together to discover the needs of our customers, innovate to meet their future needs today, build new business competence, integrate CRE into our corporate culture and strategy, and make a better future for customers, service sectors, growth of consumer economy and society. Eventually, the overall economy of China can be developed in a more effective and sustainable way.”

Mr. Yang Xiaoling, Vice President & Chief Operation Officer, China Pacific Life Insurance Co., Ltd welcomed the delegates, “China Pacific Life Insurance is very honored to co-host the CRE & CSQS Roundtable with APCSC in Shanghai. On behalf of the China Pacific Life Insurance Co., Ltd., I would like to extend a very warm welcome to all the distinguished delegates. Through this interactive exchange platform, I hope advanced customer service concepts and technologies could be fully demonstrated and communicated; and the transformation and innovation of the mode of service could be promoted. China Pacific Life Insurance conforms to the requirements: innovation-driven and transformation development. We aim at focusing on customer needs, improving customer interface and enhancing customer experience. We are promoting a “customer-oriented” strategic transformation, actively explore and practice the new technology model innovation and process reengineering. Through the integration of the company sales, operations, finance, customer service, compliance and internal

control, the operation of the insurance value chain of various business processes is well linked. The active application of mobile internet technology leads the effective integration of smart mobile terminal, 3G wireless network and third-party instant payment advantage. It successfully builds and launches the 'ShenXingTaiBao' intelligent mobile insurance ecosystem. It not only firstly achieved intelligent and standardized mobile insurance sales platform, but also firstly achieved mobile insurance service platform by its intelligent. Currently, 'ShenXingTaiBao' intelligent mobile insurance sales platform has successfully achieved nationwide coverage, benefiting 63 million individual customers and the premium has reached RMB10.5 billion. It is expected that under electronic operation, from 2012 to 2020, the consumption of paper will be reduced by 1 billion and the carbon emission will be reduced by 3488 tons. Since the launch of 'ShenXingTaiBao' intelligent mobile insurance service platform, it has created good economic and social efficiency, it has also been highly praised by society and the insurance industry.

Mr. Gu Xiaofeng, Operation Director, China Pacific Life Insurance Co., Ltd. in his presentation "Insurance beside you - New Technologies for Adding Value and Innovation in Insurance and Service Industry" introduced the trend of the application of new technologies and shared the technical application results. Through constructing the company's mobile intelligent ecosystem and building the intelligent mobile sales and service platform, the goals of "Concerning Customer Needs, Improving Customer Interface and Enhancing Customer Experience" are achieved.

Mr. Mike Mi, President, Academy of Contact Center & BPO (ACCB) in his topic "Effective Talent Management Strategies" shared the importance of the talent management. He shared, "Good management is the integration of art and science. 'How to improve performance' and 'How to develop efficient staff' are the challenges that managers face each day. 'Know our people well and fully utilize their potential' is our principle. We will also analyze systematically on how to select, develop and retain talents, so as to place the suitable talents on the suitable positions to contribute his/her maximum potential."

Insightful discussion was lead by Mr. Jason Chu, on the topics about the approaches to initiating social CRM and elevating customer experience through product and service innovation. Cases of past international CRE Awards winners and successful Asia Pacific and European businesses were also analyzed for the study on product and service innovation, strategic transformation, CRE Initiatives, customer and employee engagement, digital marketing, brand promotion and as well as real time content delivery.

Through CRE & CSQS Roundtable, APCSC invites market leaders to come together for best practices sharing on product and service innovation, CSR, CRM, customer experience management, knowledge management, Social media CRM with successful business cases and strategies, facilitate innovation in business operation, bring new opportunities for brand building and market development, create win-win-win to customers, staffs and employers.

APCSC also encouraged roundtable attendees to join the LinkedIn Group "Strategic Customer Relationship Excellence CRE" which was launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

About Asia Pacific Customer Service Consortium (APCSC) 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 government bodies, 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.

Customer Relationship Excellence (CRE) Awards

The Customer Relationship Excellent (CRE) Awards has recognized many industry leaders and professionals for their customer centric service innovation. The participants have come from more international cities and business sectors in both corporate and individual categories, all demonstrating their business successes, best practices and insights on CRE. With the introduction of the Customer Service Quality Standard (CSQS) as important CRE Awards judging criteria, the participants have been benefited greatly from the best practices and critical success factors from a world-class framework.

Customer Service Quality Standard (CSQS)

The CSQS has been developed jointly by the Asia Pacific Customer Service Consortium (APCSC) and the researchers at the University of Hong Kong (HKU), with industry support by the CSQS Committee Asia Pacific. It is the highest certification awarded to customer centric service organizations and centers that excel in customer relationship excellence. CSQS holds the most advanced and comprehensive key to providing a clear step-by-step roadmap for companies to reinforce their CRE strategies and the best customer services. It embraces and integrates the balanced scorecard (BSC) management system and the ISO9000 quality management to provide a world-class framework with crystal clear roadmap and directions for transforming an organization into a customer-centric unit.

About HK International Customer Relationship Excellence & Innovation Expo

www.apcsc.com/expo/index.asp

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

The HK International CRE Innovation Expo is aiming at providing a cross industry platform for enterprises to "open up, communicate and collaborate," to expand overseas markets, achieve collaboration, improve international competitiveness, and

showcase innovative solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display and share, to build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from government, organizations, enterprises, research and training institutions, leaders and professionals from different industries including ICT, social media, marketing agency, finance, investment, and ecommerce participate and exhibit in the event, have in-depth discussion on business opportunities and challenges to create Customer Relationship Excellence and Innovation, pay close attention to and share frontier problems regarding present and future industries' development in HK, China, Asia Pacific and global competitiveness. **The next HK International CRE Innovation Expo 2013** will be held in June 2013.

For Press interviews, **APCSC CRE & CSQS Leadership Summit, CRE Awards promotion and sponsorship, International Customer Relationship Excellence & Innovation Expo**, 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.