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## Global Support CRM, Customer Service, Marketing & PR APCSC first time held CRE&CSQS Roundtable together with Haier in Qingdao

**Qingdao, China – January 15, 2013 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with Haier Group in Haier University in Qingdao. The CRE & CSQS Roundtable, with the theme of “Global Support CRM, Customer Service, Marketing & PR”, has attracted experts and senior executives with great discussions.**

The following prestigious speakers and 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. Xuewu Song, Director, Oversea Customer Service Center, Haier Electrical Appliance Co. Ltd.**



**Mr. Jason Chu, Chairman of APCSC**, addressed the delegates, “APCSC has for years facilitated the trailblazing path, organized CRE & CSQS roundtable in many international cities in Asia Pacific Region, for corporate sustainability and higher achievement. Through the CRE & CSQS Leadership Summit, Hong Kong International CRE & Innovation Expo, and CRE & CSQS Roundtable in international cities in Asia Pacific region, we see that the commitments to CRE innovation and integration are the key determining factors for business sustainability and market leadership. We encourage firms to develop and incorporate CRE Strategies with effective customer communications, build new business competence, integrate CRE into your corporate DNA and strategy, and make a better future for customers and society.” **With the theme of “Global Support CRM, Customer Service, Marketing & PR”, Mr. Chu** analyzed the successes of previous international Customer Relationship Excellence Award winners and the successful business practices in Americas, Asia-Pacific and European markets, to further define how to design, monitor, manage and link customer satisfaction more directly with customer loyalty and business results. **Mr. Chu** concluded, “On behalf of APCSC and the international supporting organizations, I pay tribute to you all for the perseverance in pursuit of Customer Relationship Excellence (CRE) despite the global crises, and to Haier Group on their commitment for innovation and Customer Relationship Excellence in the past 28 years and support for the CRE & CSQS Roundtable today.”

**Mr. Xuewu Song, Director, Oversea Customer Service Center, Haier Electrical Appliance Co. Ltd.**, in his presentation “Haier’s Times” introduced how Haier Group grew from a nearly collapsing small factory to an global group with more than 80 thousand employees in 17 countries internationally. Haier has customers in over 100 countries in the world with 150.9 billion RMB turnover in 2011. The diversified products and brand superiority of Haier create and provide the latest lifestyle experience and better way of living for their customers around the world and lead the new trend of the modern lifestyle continuously. **Mr. Song said**, “Haier is now integrating the four networks including virtual network, marketing network, logistic network and service network in order to identify their strategic positioning accurately. Haier provides a public platform that provides home network solutions in the age of internet and is committed to become a global and open social services company. Haier not only provides the best service experience to customers in the internet age with No. 1 reputation among the internet users, but also build up a standardized service brand image for the technical staff, vehicles and call centers. Currently, Haier has 12 service centers in North America, Europe, Asia Pacific and South Asia, offering services in 13 different languages and 2301 overseas service providers globally. Haier has actively explored and implemented a “people and

mission integration win-win business model". Through the "inverted triangle" organization structure innovation and "end-to-end" autonomous business management establishment, Haier has transformed from "product selling" to "service selling" successfully and created a differentiated and sustainable competitive advantage."

Afterwards, insightful discussions were facilitated and led by Mr. Jason Chu with all the participants regarding the approaches to initiating CRE Strategies and elevating customer communication channels and experience through product and service innovation. The participants have exchanged their views on the strategic transformation of global support, CRE Initiatives, customer satisfaction, loyalty, customer and employee engagement, digital marketing and brand promotion.

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.

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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 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 CRE & CSQS Leadership Summit [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 HK International Customer Relationship Excellence & Innovation Expo**

[www.apcsc.com/expo/index.asp](http://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.

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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](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, MSN: [enquiry@apcsc.com](mailto:enquiry@apcsc.com), QQ : 2303712688.