



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

Social CRM, Customer Service, Marketing & PR APCSC held CRE&CSQS Roundtable together with Dragonfire Corporate Solutions & Emerging Journey Asia in Kuala Lumpur

Kuala Lumpur, Malaysia – April 10, 2013 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with **Dragonfire Corporate Solutions Sdn Bhd & Emerging Journey Asia Sdn Bhd** in Kuala Lumpur. The CRE & CSQS Roundtable, with the theme of “**Social CRM, Customer Service, Marketing & PR**”, has attracted experts and senior executives of CRM, Customer Service, Marketing, Operation Management, Human Resources, Sales & Business Development fields from different industries including information technology, telecommunications, direct marketing, e-commerce, financial and public utility sectors from **Malaysia** to exchange best practices on Social CRM, Customer Service, Marketing & PR.

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. George Bohlender, Managing Director, Dragonfire Corporate Solutions Sdn Bhd**
- **Ms. Sangeeta Kaur, CEO & Founder, Emerging Journey Asia**
- **Mr. Ramlan Ahmad, Managing Director, Global Business Transformation Consulting Sdn Bhd**
- **Mr. Krishna (KRISARU), Web Advisor, SEO Consultant / Social Entrepreneur**
- **Encik Mohd Fauzil Bin Wahab, General Manager, BPO Operations, VADS Bhd**

Mr. Jason Chu, Chairman of APCSC in his presentation “**Social CRM, Customer Service, Marketing & PR**”, 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 and social media, build new business competence, integrate CRE into your corporate DNA and strategy, and make a better future for customers and society.” **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 **Dragonfire Corporate Solutions & Emerging Journey Asia** on their commitment for Customer Relationship Excellence and support for the CRE & CSQS Roundtable today.”

Mr. George Bohlender, Managing Director, Dragonfire Corporate Solutions Sdn Bhd welcomed the delegates, “It gives me great pleasure to welcome you all to this afternoon’s **CRE and CSQS Roundtable**. Dragonfire is pleased to be co-organizing this event with our strategic partner, **Emerging Journey Asia**, on behalf of the **APCSC**.” In his presentation “**Malaysian Customer Service - Fact or Fiction?**” he shared that differentiating yourself from the rest of the pack means valuing your customers, and showing your customers that you value them through accurate recognition of their needs, attentive and efficient servicing of those needs, appreciation of their patronage, and quick and satisfactory resolution of problems that will inevitably crop up in any relationship. Doing this will win you loyal customers and repeat business that will help to build the value of your brand and business over the long term.

Ms. Sangeeta Kaur, CEO & Founder, Emerging Journey Asia welcomed the delegates, “It is a great pleasure to have all of you in our office today for the CRE & CSQS Roundtable session. Selamat dating to Emerging Journey Asia - we are honoured for your presence.” In her presentation “**Using Profiling for Talent Selection in Customer-oriented Industries**,” she introduced that organizational change and change management are essential in building success to a company. Organizational transformation is possible with the existence of organization understanding at an individual level, and knowing who you are and how you think is imperative. Utilizing profiling could assist organizations achieve the anticipated ROI especially when investing on highly potential employees, to save companies’ money, increase employee retention, and boost employee engagement. Leaders need to tap into what drives their employees from a profiling how the brain and the way people act. The profile results have a high retention rate thus easy to apply.

Mr. Ramlan Ahmad, Managing Director, Global Business Transformation Consulting Sdn Bhd in his presentation “**A customer’s experience at Electrical, Electronics and Furniture (EEF) retail outlet**” introduced that there is this fallacy in thinking that customer service only starts from the time a product or service is bought but in reality it begins when the customer first steps into your premises or calls to inquire. How the customer is serviced or treated from the time he/she enters the shop or calls to inquire will eventually determine whether he/she will end up buying the product or service. The session explores the

customer experience walking into a Electronics, Electrical and Furniture Retail shop looking at the possible service scenarios the customer faces and the likely outcome from that experience.

Mr. Krishna, Web Advisor, SEO Consultant /Social Entrepreneur in his presentation “**Leveraging Web Technologies to Create Positive Customer Experiences**” introduced that companies today can leverage web technologies to boost their customer experience to new levels of insight, efficiency and quality. Understanding customer experiences stemming from interactions with a company’s products or services is a fundamental objective for most organizations. Using web technologies enable companies to continuously secure immediate feedback through the best channel and tie all of these sources of information together in a single view. When done correctly, this end-to-end perspective provides a powerful and holistic view of customer lifecycle experiences and better customer intelligence.

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 **Social CRM, CRE Initiatives**, customer satisfaction, loyalty, customer and employee engagement, digital marketing and brand promotion.

APCSC also encouraged roundtable attendees to join the **Facebook Group “APCSC Asia Pacific Customer Service Consortium”** and the **LinkedIn Group “Strategic Customer Relationship Excellence CRE”** which were launched to facilitate further discussion and sharing by panelists and audience after the roundtable.

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.

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 www.apcsc.com/creaward/index.asp

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) www.apcsc.com/csqsnet/index.asp

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 2013, June 13 -14 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 2013, June 13 -14

www.apcsc.com/expo/index.asp

- **Digital, Social, Mobile and Apps & Ads**
- **Cloud, CRM, contact center, eCom & BPO**

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: CRE Awards, LinkedIn: APCSC, MSN: enquiry@apcsc.com, QQ : 2303712688.