



FOR IMMEDIATE RELEASE

**Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index**  
**Telebet Centre of Hong Kong Jockey Club and APCSC held CRE & CSQS Roundtable in Hong Kong**  
**Announce Official Launch of 2017 International CRE Awards**

**Hong Kong – August 17, 2017 – Asia Pacific Customer Service Consortium (APCSC) held the Customer Relationship Excellence (CRE) & Customer Service Quality Standard (CSQS) Roundtable together with Telebet Centre of The Hong Kong Jockey Club.** The CRE & CSQS Roundtable, with the theme of “**Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index**”, has attracted C-level executives and directors from cross industries including entertainment, insurance, telecommunications, direct marketing, e-commerce, logistics, banking, retail, information technology, entertainment, financial, healthcare, and media sectors from **Hong Kong** to explore innovation and shape leadership in Customer Relationship Excellence and Service Quality in order to elevate Service Standard in the industry. After the Roundtable, all participants are invited to visit **Telebet Centre of The Hong Kong Jockey Club**.

After the warm welcome speech from **Mr. Jason Chu, Chairman, APCSC**, 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, International CRE Awards Panel of Judge**  
Topic: Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index
- **Mr. Nicholas Yuen, Senior Telebet Manager, The Hong Kong Jockey Club**  
Topic: A 8S Telebet Centre: A Star Workplace
- **Mr. Philip Chan, Director and General Manager, Canon Hongkong Company Limited**  
Topic: Close to customer – using Video Analytics Solution
- **Mr. Glenn Lim, Portfolio Head of Customer Experience and Analytics, AXA Hong Kong**
- **Dr. Sam Yu, Adjunct Professor, SKEMA Business School; Professor, Suzhou University**
- **Mr. Peter Grattan, Head of Customer Operations, Telstra**



**Mr. Jason Chu, Chairman of APCSC** in his presentation “**Big Data Innovate Customer Experience, Discover Future Customer Loyalty CRE Index**” welcomed the delegates, “**CRE Leadership is a Customer Centric Journey!** The CRE Community is dedicated to sharing customer centric best practices through the International CRE & CSQS Roundtables and CXO Forums. **CRE Leadership is a Relationship Journey!** The International CRE Awards program has helped inspire industry best practices of customer relationship excellence, communicate the different Asian cultural values and innovations, advocate digital social mobile O2O engagement and big data analytics cross regions persistently. **CRE Leadership is an Everlasting Journey!** CRE Leaders listen, understand and advocate for customers relentlessly, continuously invest in sustainable development of professionals, employee empowerment and customer engagement to attain outstanding achievement. The upcoming **16<sup>th</sup> International Customer Relationship Excellence (CRE) Awards, International CRE & CSQS Leadership Summit and the 7<sup>th</sup> HK International CRE Innovation Expo on June 14-15, 2018** will further expand this international platform among international CRE Leaders across diverse culture and industries.” **Mr. Chu** concluded, “In these 20 years, we witness together the success of our dedication and achievements, celebrate together and build stronger momentum impetus into the future CRE vision and aspirations in this competitive and disruptive customer experience economy to strive for future 20 years of CRE vision. On behalf of APCSC, I pay tribute to you all for our relentless pursuit of Customer Relationship Excellence, and to **The Hong Kong Jockey Club** on their CRE commitment and support for the **CRE & CSQS Roundtable** today. We invite all CRE Leaders to be customer centric and elevate CSQS International benchmark, and inspire future leaders to exchange and promote our CRE brands.”

**Mr. Nicholas Yuen, Senior Telebet Manager, The Hong Kong Jockey Club** welcomed the delegates, and in his presentation “**A 8S Telebet Centre: A Star Workplace**” shared that Telebet Services is one of The Hong Kong Jockey Club’s service channels, responsible for delivering efficient and high quality wagering entertainment round-the-clock to account holders through operators and self-input automated services. It employs over 7,000 staff. A new Telebet Centre has been in operation at Sha Tin Communications and Technology Centre in Sha Tin Racecourse since July 2015. Aimed at offering a high-standard working environment, the Centre was designed with the concepts of “Care” and “OSH” to staff, where advices from OSH experts was sought, a workplace mock-up constructed and tested, and staff feedback obtained to perfect the design and facilities. As a result, the new Telebet Centre not only provides a modern and comfortable work environment but is also a safe and healthy workplace for employees. Its ergonomic design has been certified by the Hong Kong Polytechnic University.

**Mr. Philip Chan, Director and General Manager, Canon Hongkong Company Limited** in his presentation “*Close to customer – using Video Analytics Solution*” shared that Canon Hongkong Co., Ltd. launched a new Video Analytics Solution (VAS) that will reinforce and strengthen the retail market in Hong Kong by helping merchants know their customers in their physical store as good as they would know them in the online channel. The new VAS comprises the best-in-class Canon’s network camera technology and video analytics software to capture and deliver business intelligence on a single platform, in real time with exceptional visibility, reliability and security. The Canon VAS will address the needs of department stores, luxury retail outlets, food & beverages chains, shopping malls and property management.

The **Certificate in Customer Service Management (CCSM)** (inclusive of CCSA, CCCM, CSCM) Certification Program will be held in **Hong Kong on September 4-7 for CCSM and September 4-5 for CCSA respectively**. Aiming to prepare supervisors and managers to *become a world class leader with CRE disciplines and mindset*, the course is like an **intensive mini MBA course** covering advanced topics in **Customer Service Management** and **Customer Service Quality Standard (CSQS)** that enable the participants to increase their knowledge of the latest development of Customer Service and CRM in terms of technology and management best practices. The CCSM program is recognized by the **HKSAR Government under the Continue Education Fund (CEF)** program, the **Customer Service Institute of Australia (CSIA)**, and the **International Council of Customer Service Organizations (ICCSO)**. Many leading multinational firms have benefited in their people development through this course. The latest launched **CSQS version 14.0** will be used in this CCSM training.

Through the International **CRE & CSQS Roundtables**, 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.

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**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 regions 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**.

**International and HK/China/ASEAN Customer Relationship Excellence (CRE) Awards**    [www.apcsc.com/creaward/index.asp](http://www.apcsc.com/creaward/index.asp)

The International Customer Relationship Excellence (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 leadership 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](http://www.apcsc.com/csqsnet/index.asp)

The International Customer Service Quality Standard, CSQS is developed by the Asia Pacific Customer Service Consortium APCSC, jointly with the Hong Kong University, HKU Research Team. It has integrated the Balanced Scorecard Management System, customer experience and lifecycle management, employee engagement, and best practices of CRE Awards winners; so as to ensure CSQS set the world class benchmark. CSQS helps firms enhance operation efficiency, brand loyalty, and move ahead of the competition. As the assessment criteria of the International CRE Awards, CSQS has established a world-class management framework to innovate and transform, strengthen CRE strategies with clearer guidelines for cross function and industry deployment.

**International CRE & CSQS Leadership Summit 2018 June 14-15**    [www.apcsc.com/cresummit](http://www.apcsc.com/cresummit)

The CRE & CSQS Leadership Summit is exhibiting and showcasing WORLD-CLASS 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, CSQS Committee members, industry leaders and experts of the CRE Leadership Community. This 2-day interactive and content-rich summit provides an International Platform for CEO's & CXO's to dialog, exchanging, sharing exemplary customer success leadership and showcase global successes in Hong Kong, an international financial, business, logistic, tourism and trade center.

**HK International Customer Relationship Excellence & Innovation Expo 2018, June 14-15**    [www.apcsc.com/expo/index.asp](http://www.apcsc.com/expo/index.asp)

- **Big Data, Mobile, Social & Cloud**
- **CRM, contact center, BPO, eCom & Internet Security**

The **HK International CRE Innovation Expo** is aiming at providing a cross industry platform for firms to “open up, communicate and collaborate,” to expand international markets, achieve collaboration, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding firms from around the world display, share and build a prestigious community platform to cooperate and create more business opportunities. Senior leaders from government, organizations, enterprises, research leaders and professionals from different industries share frontier problems regarding present and future business model development, pay close attention to create CRE & Innovation, business ideas, global competitiveness and challenges.

**HK International Expo Innovation Awards 2018, June 14-15**    [www.apcsc.com/expo/2017winners.asp](http://www.apcsc.com/expo/2017winners.asp)

The **Expo Innovation Awards** is dedicated to Regional & International Exhibitors providing innovative products and services with excellent customer references in **Big Data, Mobile, Social & Cloud and CRM, contact center, BPO, eCom & Internet Security**. The Expo Innovation Awards recognizes innovative products and services, strengthen the corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region. Firms are assessed through introduction of product or service, business case presentation, summary and write-up, customer reference and customer satisfaction assessment. All the winners are awarded a trophy and certification from **APCSC & HKCSC** Expo Organizing Committee.

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For Press interviews, **APCSC International CRE Awards, CRE & CSQS Leadership Summit, International CRE & Innovation Expo & Awards promotion and sponsorship**, 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), LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CREAwards, QQ : 2303712688, WeChat: APCSC\_CRE.