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Customer
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FOR IMMEDIATE RELEASE

APCSC & The Open University of Hong Kong Co-Organized Customer Loyalty Award Forum with Roundtable Dialog on

Internet+ Experience & Sharing Economy & Artificial Intelligent+ HRM Services to Engage Brand Loyalty

Hong Kong – October 31, 2018 – Asia Pacific Customer Service Consortium (APCSC) held the Asia Pacific Customer Loyalty Award Forum together with The Open University of Hong Kong (OUHK). The Asia Pacific Customer Loyalty Award Forum with the theme of “Internet+ Experience & Sharing Economy to Engage Brand Loyalty” and “Artificial Intelligent and HRM Services, Training and People Development” have attracted C-level executives and directors from cross industries including e-commerce, IT, hospitality, telecom, direct marketing, logistics, retail, entertainment, financial, public service, healthcare, and media sectors from Asia Pacific to explore innovation and shape leadership in Customer Relationship Excellence in order to *elevate Service Brand Loyalty in the New Economy*.

After the warm welcome speech from Mr. Jason Chu, Chairman, APCSC, the following prestigious speakers and chief officer level panelists also shared ideas about a wide range of topics, dialog on future trend, and answered audience questions during the panel discussion:

- Mr. Jason Chu, Chairman, APCSC, International CRE Awards Panel of Judge
Topic: Internet+ Experience & Sharing Economy to Engage Brand Loyalty
- Mr. Olivier Njamfa, President & CEO, Eptica UK Ltd
Topic: Voice of the Customer programmes: how to get ready for a new area of customer intelligence that delivers
- Mr. Henry Chan, General Manager, Tai Pan Laundry & Dry Cleaning Services, Ltd
Topic: How Industry 4.0 contributes to Customer Satisfaction?
- Ms. Sofia Zhang, Assistant Manager, Operation & Digital Support Internet Operation Center, Infinitus (China) Company Ltd.
Topic: Excellent Customer Service create Infinity Value
- Mr. Gary Lam, Founder and CEO, ASIA CEO Community Limited
- Mr. Zen Pin LIOW, General Manager, Greater China and ASEAN, Concentrix



Mr. Jason Chu, Chairman of APCSC sincerely thanked Dr. Anthony Ko of OUHK of OUHK and panel of judges for their support, and took the opportunity to encourage all the participants to set world class standards and benchmark in their respective industries, borrow innovative ideas from cross industry leaders and presenters, and continue to pursuit excellence and inspire professionals both local and global.

Prof. Alan Au, Dean of Lee Shau Kee School of Business and Administration, The Open University of Hong Kong supported the Forum heartily, “Lee Shau Kee School of Business and Administration, The Open University of Hong Kong, is honored to have the opportunity of hosting this forum as it brings together the elites from a wide range of service industries, who strive to achieve excellence in service delivery, customer experience management and customer relationship building. This forum truly showcases the endeavours of the services sector in

ideas, global competitiveness and challenges. **The CRE Innovation Expo Awards** is dedicated to Regional & International firms providing innovative products, services and solutions with good customer references, to 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** CRE Innovation Expo Awards Organizing Committee.

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. You can also obtain more information through Sina Weibo: weibo.com/apcsc, LinkedIn/YouTube/Facebook/Google+: Asia Pacific Customer Service Consortium, Twitter: CRE Awards, QQ : 2303712688, WeChat: APCSC_CRE.