



Asia Pacific
Customer
Service
Consortium

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For Immediate Release

Customer Care Excellence Best Practices Study Mission APCSC Organized Study Tour for Abu Dhabi Department of Transport to Hong Kong

Hong Kong, 23-24 January 2014 – organized by the Asia Pacific Customer Service Consortium (APCSC) in Hong Kong, the **Customer Care Excellence Best Practices Study Tour** (the Study Tour) delegates visited several Customer Relationship Excellence Awards (CRE Awards) winners, the leading companies in Hong Kong. The purpose of this study tour is to examine, study and exchange information of support/service related subjects between Asian excellent support centers and **Abu Dhabi Department of Transport (DoT)**. In particular, the intention was to:

- Expose the delegates to the best practices of companies in Asia Pacific known for excellence in People Development, Customer Services and Customer Experience Management.
- Understand the key issues and challenges faced by various companies in implementing the framework; and how they have overcome these challenges.
- Network, share, harvest ideas and learn with their regional counterparts in a cross-section of industries and sectors.
- Discuss common issues and solutions
- Gain good network contacts for future use

Mr. Jason Chu, Chairman of APCSC said, “We would like to express sincere gratitude towards MTR Corporation, The Hong Kong Jockey Club, CSL Limited and QNET Limited for making the Study Tour a success with each participating company’s knowledge sharing, service excellence, innovation and commitment for creating unique customer experience. APCSC looks forward to promote best practices and customer relationship excellence sharing with international leaders to set standards worldwide.”

The Study Tour facilitated by Mr. Jasim Abdulrahman Al Ali, Acting Customer Care Director of DoT and Mr. Jason Chu, Chairman of APCSC, aims to enrich DoT executives’ understanding of the strategies and services required to effectively deliver a strong and differentiated value proposition in transport industries by sharing experiences and learning from the Hong Kong’s CRE Awards winning companies. MTR Corporation, The Hong Kong Jockey Club, CSL Limited and QNET shared their success in achieving customer relationship excellence and provided guided tours to their contact centers in Hong Kong for the Abu Dhabi delegates. Meanwhile, the DoT executives also shared the best practices of transport and customer service in Abu Dhabi.

APCSC encouraged corporations in APAC to apply for the tailor-made Customer Care Excellence Best Practices Study Mission in order to promote knowledge sharing among the marketing leaders. It believed the program can pool resources to innovate where no one has yet found an acceptable solution. Its ultimate mission was to elevate the customer service quality across Asia as well as make Asia a better place to live in and conduct businesses.

About Asia Pacific Customer Service Consortium www.apcsc.com

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of “*Customer Relationship Excellence 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 companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for Customer Relationship Management, Customer Service and Contact Center with global education partners and international membership organizations to set World-Wide Standards.

For Press interviews on the Study Tour, please contact Ms. Stella Lau on (852) 2174 1428 or via email: enquiry@apcsc.com.