

## Summit Agenda – 2010 June 2

### Morning Session Theme: Service Innovation & Best Practices

8:45	Registration & Morning Coffee
9:00	<b>Summit Opening</b> Mr. Jason Chu, Chairman, Asia Pacific Customer Service Consortium
9:15	<b>Topic: Building CRM in the Exploding Internet World - a China Case Study</b> Mr. Xu Jian, CEO, YNET.com, China
9:50	<b>Topic: Bringing Science to Selling</b> Mr. Roger Yu, Partner, Accenture
10:25	<b>Topic: From Customer Service to Customer Experience: The 6th Sense</b> Ms. Joanne Ng Loo Yen, Vice President, The RHB Banking Group, Malaysia
11:00	Tea Break

### CEO Luncheon Forum and CSQS Certification Presentation Theme: Leadership in Change and Sustainability

11:30	<b>Topic: Creating High ROI on Customer Business Performance with CRE Best Practices &amp; CSQS Strategy</b> Mr. Jason Chu, Chairman, Asia Pacific Customer Service Consortium
12:00	CSQS Certification Presentation & Networking Luncheon
13:00	<b>Topic: Ask Your Customer How to Improve Your Customer Service</b> <b>-Study from 700 customer service benchmarking 'Support Center Michelin'</b> Mr. Tatsumi Yamashita, CEO of Help Desk Institute, Japan
13:30	CEO Forum: Leadership in Change and Sustainability

### Afternoon Session Theme: Public Service Excellence

14:15	<b>Topic: Achieving Service Excellence in Electricity Supply Industry</b> Mr. S.K. Kung, Head of Customer Supplies Section, Transmission & Distribution, The Hongkong Electric Co., Ltd., Hong Kong
14:35	<b>Topic: World Class City with World Class Citizen Contact Center Operation and Management - Taipei Citizen Hotline 1999 Case Study</b> Mr. David Huang, CEO, Chain Sea Information Integration Co., Ltd
15:25	<b>Topic: TBC</b> Ms. Liao Dai Li, Senior Manger of Customer Service Department, China Telecom
16:00	Tea Break
16:20	Roundtable Panel Discussion: Public Service Leadership in Improving Customer and Citizen Satisfaction
16:50	Evaluation Form & Lucky Draw
17:00	End of Day 2