

APCCAL EXPO 2011 - Hong Kong

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APCCAL - Collaborate for better results

In early 2008 a meeting was hosted by the emerging Call Centre Association of China to promote greater regional dialogue and knowledge sharing amongst the Call Centre industry associations within the Asia Pacific region. One of the outcomes of the meeting was the creation of a regional association - **The Asia Pacific Contact Centre Association Leaders (APCCAL)** a body with representation from associations located in 10 Asia Pacific Countries / Cities, namely Australia, China, Hong Kong, Taiwan, Indonesia, Malaysia, Philippines, Singapore, South Korea and New Zealand.

HKCCA is honored to be selected to host the 2011 APCCAL EXPO. *The Events will take place in Hong Kong and Guangzhou, Southern China from 23 to 25 November 2011* to capitalize on the strengths of respective markets in contact centre businesses.

Event Overview

In an increasingly dynamic and complex business environment, **K**nowledge; **I**nnovation; **S**implicity; **S**olution are key components for organizations to improve customer experience and achieve greater competitiveness and results. To ensure people, processes, infrastructure, and governance drive optimal customer interactions, how can you afford to miss the APCCAL EXPO 2011. **Join us and to explore more about:**



- ✓ **HOW** Delivering Superior Service for The International And Domestic Customers?
- ✓ **WHY** Building A Customer Experience Culture In Your Contact Centre?
- ✓ **WHAT** Multi-channel Integration Made Simple?
- ✓ **WHICH** Clouds, Crowds and Autonomous Customers: Delivering 'Service as Unusual'?

Conference Agenda

DATE	ARRANGEMENTS / CONFERENCE AGENDA	Speaker
23 Nov 2011	✓ Winner showcase - Site visit	
24 Nov 2011 Morning	APCCAL EXPO Conference ✓ Welcome by APCCAL Chairman ✓ Opening Speech by Guest of Honor ✓ Keynote Address: Delivering Superior Service For The International And Domestic Customers	Mr. Sidney Yuen Mr. Manjor Menon

Afternoon	<ul style="list-style-type: none"> ▪ The new challenges of customer demand ▪ What new competencies, processes, technologies and mindsets required ▪ How should we start the transformation journey <p>✓ Multi-channel Integration Made Simple</p> <ul style="list-style-type: none"> ▪ Integration challenges ▪ Process innovation with enabling technology ▪ Case study sharing <p>✓ Clouds, Crowds and Autonomous Customers: Delivering 'Service as Unusual'</p> <p>✓ Concurrent Sessions</p> <p>Winner Showcase - Australia</p> <p>Winner Showcase - Singapore</p> <p>Winner Showcase - Malaysia</p> <p>Winner Showcase - New Zealand</p> <p>Winner Showcase - Indonesia</p> <p>Winner Showcase - China</p> <p>Winner Showcase - Hong Kong</p> <p>Winner Showcase - Philippe</p> <p>Winner Showcase - Taiwan</p> <p>Winner Showcase - Korea</p> <p>✓ Case Studies And Best Practices From The UK CCA's Award Winners</p> <ul style="list-style-type: none"> ▪ Knowledge of customers and their preferences for interactions ▪ Simplicity of marketing and the customer promise ▪ Innovation in Service, Technology, Suppliers ▪ Solutions, transition, change and legal <p>✓ Chairman's Concluding Remarks and Lucky Draw</p>	<p>Mr. Simon Lee</p> <p>Dr. Nicola Millard</p> <p>APCCAL Leaders</p> <p>Mr. Michael Stock</p> <p>Mr. Sidney Yuen</p>
25 Nov 2011	<p>✓ Site visit will be arranged in the morning</p>	

Key Speakers



Mr. Sidney Yuen
Chairman of APCCAL



Dr. Nicola Millard
Futurologist, BT



Mr. Manjor Menon
Managing Director,
Frost & Sullivan



Mr. Michael Stock
Coach & Consultant,
BBC Leadership

Who should attend

Executives seeking to deliver customer experience and excellence in customer satisfaction:

- ✓ CEO, CIOs, CTOs, COOs / Information Technology
- ✓ Customer Service / Customer Care
- ✓ Customer Experience / Customer Satisfaction and Loyalty
- ✓ Customer Strategy / Customer Analytics
- ✓ All contact centre practitioners

EXPO Fees

Date	Activity	Fee
23 Nov 2011	Winner Showcase - Hong Kong Jockey Club Contact Centre	Free to EXPO Participants
24 Nov 2011	APCCAL EXPO 2011	HK\$750
25 Nov 2011	Site Visit - Huawei Exhibition Hall & China Merchant Bank	Free to EXPO Participants

Contact us

For more details, please view APCCAL official website <http://apccal.hkcca.com>
or contact our secretariat at (852) 2577 2289

Registration

Company _____ Contact Person _____

Address _____

Tel _____ Fax _____ Email _____

I will join 24th Nov 2011 **APCCAL EXPO 2011** **HK\$750/person**

No. of participant _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

I will join 23rd Nov 2011 **Winner Showcase to Hong Kong Jockey Club**

No. of participant _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

I will join 25th Nov 2011 **Site Visit to Huawei and China Merchant Bank**

No. of participant _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____