

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
22 ,23 and 25 Nov 2011	✓ Winner showcases and Site visits	

<p>24 Nov 2011</p> <p>Morning Session</p>	<p>APCCAL EXPO Conference</p> <ul style="list-style-type: none"> ✓ Welcome by APCCAL Chairman ✓ Welcome by Guangzhou Government Official ✓ Welcome by Guangdong Communication Bureau ✓ The trend and Development of Guangzhou Outsourcing Business Environment ✓ Delivering Superior Service For The International And Domestic Customers <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 ✓ Keynote Address ✓ Multi-channel Integration Made Simple <ul style="list-style-type: none"> ▪ Integration challenges ▪ Process innovation with enabling technology ▪ Case study sharing ✓ Clouds, Crowds and Autonomous Customers: Delivering 'Service as Unusual' 	<p>Mr. Sidney Yuen</p> <p>Government official</p> <p>Mr. Manoj Menon</p> <p>To be announced</p> <p>Mr. Simon Lee</p> <p>Dr. Nicola Millard</p>
<p>Afternoon Session</p>	<ul style="list-style-type: none"> ✓ Concurrent Sessions <ol style="list-style-type: none"> 1. Winner Showcase - The ATA, Australia <ul style="list-style-type: none"> - Developing a world class contact centre 2. Winner Showcase - CCAS, Singapore <ul style="list-style-type: none"> - TBC 3. Winner Showcase - CCMA, Malaysia <ul style="list-style-type: none"> - TBC 4. Winner Showcase - CCIA, Indonesia <ul style="list-style-type: none"> - TBC 5. Winner Showcase - CIRC, Korea <ul style="list-style-type: none"> - TBC 6. Winner Showcase - CCAM, Australia <ul style="list-style-type: none"> - Applying KISS to Cultural Change in the Workplace 7. Guangzhou on-shore and off-shore Contact centre establishment Policy address <ul style="list-style-type: none"> - Policy Illustration - Taxation Benefit to Corporate - Sharing Session ✓ Customer Satisfaction through Performance Management 	<p>APCCAL Award Winners</p> <p>Government Official</p> <p>To be announced</p>

	<ul style="list-style-type: none"> ✓ Case studies and best practices from the UK CCA's Award Winners <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 	Mr. Michael Stock
	<ul style="list-style-type: none"> ✓ Chairman's Concluding Remarks and Lucky Draw 	Mr. Sidney Yuen

Key Speakers



Mr. Sidney Yuen
Chairman of APCCAL



Dr. Nicola Millard
Futurologist, BT



Mr. Manoj 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 Details and Fees

Date	Activity	Fee
22 Nov 2011	Site Visit - HKSAR 1823 Government Call Center Winner Showcase - 1010 CRM Contact Centre	Free to EXPO Participants
23 Nov 2011	Winner Showcase - Hong Kong Jockey Club Contact Centre Site visit - Nansha District Government Exhibition Centre Winner Showcase - EPRO Techsoft Contact Centre	Free to EXPO Participants
24 Nov 2011	APCCAL EXPO 2011- Nansha Grand Hotel	HK\$750
25 Nov 2011	Site Visit - Huawei Exhibition Hall and Data Centre	Free to EXPO Participants

APCCAL EXPO 2011 Venue

Nansha Grand Hotel (5-star Hotel)
No.1, 2nd South Trade Road, New Coastal City,
Nansha Guangzhou, P.R.China



Contact us

For more details, please view APCCAL official website <http://apccal.hkcca.com>
or you may talk our member associations' leaders at:

Hong Kong Call Centre Association (HKCCA)

Official Website: www.hkcca.com

Telephone: (852) 2577 2289

Email: secretariat@hkcca.com

Australian Teleservices Association (ATA)

Official Website: www.ata.asn.au

Telephone: (61) 2 9906 6163

Email: ata@ata.asn.au

Customer Contact Management Association (CCMA)

Official Website: www.ccma.asn.au

Telephone: (61) 2 9043 9394

Email: information@ccma.asn.au

Contact Center Association of The Philippines (CCAP)

Official Website: www.ccap.ph

Telephone: (63) 2 856 0557

Email: jojouligan@ccap.ph

Contact Centre Association of Singapore (CCAS)

Official Website: www.ccas.org.sg

Telephone: (65) 6266 8228

Email: info@ccas.org.sg

China Call Center & CRM Association (CNCCA)

Official Website: www.cn-cca.org.cn

Telephone: (86) 10 6825 8715

Email: mihuibo@yahoo.com

Korea Callcentre Information Research Center (CIRC)

Official Website: www.callcenter.or.kr

Telephone: (82) 62 530 0280

Email: kjc@callcenter.or.kr

Taiwan Call Center Development Association (TCCDA)

Official Website: www.tccda.org.tw

Telephone: (886) 2 7709 8381

Email: tccda@tccda.org.tw

Indonesia Contact Centre Association (ICCA)

Official Website: www.icca.co.id

Telephone: (62) 2 1859 13730

Email: andi@icca.co.id

The Contact Insitute of New Zealand (CCiNZ)

Official Website: www.ccinz.org.nz

Telephone: (64) 832 92491

Email: info@ccinz.org.nz

Customer Relationship Management and Contact Centre Association of Malaysia (CCAM)

Official Website: www.ccam.com.my

Telephone: (60) 3 7803 5580

Email: ccam_secretariat@ccam.com.my

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 22nd 23rd Nov 2011 **Winner Showcases and Site Visits in Hong Kong**

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 Exhibition Hall and Data Centre in Shenzhen**

No. of participant _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

*Winner showcases and Site Visits only for APCCAL EXPO Conference participants, subject to seats availability and permission from the host.