

## Dr. CHU Yat Chiu, Buston

- *Executive Director, Service Cybernetics Consulting Ltd*
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Buston is recognized as an advocate of customer service excellence in Hong Kong evidenced by his active engagement in advancing service management and marketing to meet the new generation customer demand across industries. He has extensive management experience in different aspects of the service domain for over thirty years.

Buston is the Honorary Advisor and Former Chairman of HK Association for Customer Service Excellence (HKACE). He was appointed by HKSAR Government and various trade communities as member of different advisory boards, including tourism, regional economic cooperation, trade development, retail qualifications framework, etc. He is also the Former Chairman of HK Institute of Marketing. He has served on the adjudication panels of numerous professional award programs in customer service, quality and salesmanship presented by authoritative bodies.

Buston is active in education and research of service marketing and branding. He teaches in The University of Hong Kong, Polytechnic University and Baptist University, in addition to his consulting engagements.

## 朱溢潮博士

**務實思博顧問有限公司執行董事**  
**香港理工大學管理及市場學系教授**

朱溢潮博士是業內知名的優質服務倡導者，在服務業不同領域擁有三十多年豐富管理經驗。多年來積極推動優質顧客服務，提升管理效益，滿足新世代客戶需求。

朱博士為香港優質顧客服務協會名譽顧問及前任主席，香港市務學會前主席，並榮獲香港特區政府及業界委任為多個顧問委員會成員，包括旅遊、區域國際經合、貿易發展、零售業資格架構等委員會。他曾擔任多家權威機構舉辦的優質顧客服務及傑出推銷員大獎專業評審委員。

朱溢潮博士更積極投入服務行銷和品牌管理的教育和研究。在顧問工作外，他還任教香港大學、理工大學和浸會大學。