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## APCSC & HKCSC Present the Expo Innovation Awards at the 2<sup>nd</sup> HK International CRE & Innovation Expo

Hong Kong, China – June 14, 2013 – The Asia Pacific and Hong Kong Customer Service Consortium (APCSC and HKCSC) presented the **Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo Innovation Awards (The Expo Innovation Awards)** to innovative companies who have performed well in the International Customer Relationship Excellence & Innovation Expo submission with the Expo theme: **Digital, Social, Mobile, Apps & Ad; Cloud, CRM, contact center, eCom & BPO**

**The Hong Kong International Expo Innovation Awards** is established since 2012 with the goal to promote innovation in solving business challenges and improving customer relationship excellence in the customer centric economy. The CRE Innovation Expo and the Expo Innovation Awards recognize innovative solutions, products and services that help to support their customers with successful business cases further strengthen their corporate brand in the industry, and develop a sustainable business development strategy in Asia-Pacific region for the exhibitors in the International Customer Relationship Excellence & Innovation Expo. The companies who were awarded along with the different award categories this year are:

- **Contact Center Process Automation System**      **Interactive Intelligence Group, Inc.**
- **Dynamic Direct Marketing Campaign**      **Tripolis Solutions**

**Mr. Jason Chu, Chairman of APCSC** stated, “In the digital, social, mobile economy today, companies are facing the new challenges to offer consistent customer experience and one-stop service for demanding customers. Using innovative technologies that support and leverage on the digital, social and mobile trend has become a key factor for business growth and customer retention. Through the International CRE Innovation Expo, we see that the speed of CRE innovation and integration have become the determining factors for business acceleration and market leadership. One thing these Expo Innovation Awards winners and market leaders have in common is the ability to continuously transform themselves to offer products and services that are ahead of the competition. Congratulations to the Expo Innovation Awards winners for their tremendous achievement in customer commitment and technology innovation!”

**Ms. Rachel Wentink, Senior Director of Strategic Initiatives for Interactive Intelligence** said, “We’re delighted to be recognized as the recipient for the Expo Innovation Award for the Contact Center Process Automation Category. This award is a testament of our commitment to research and development in ensuring we continue to offer solutions that meet and exceed the needs of our customers throughout Asia. Combined with the 24 years of local deployment experience brought by our reseller partner, Continuous Technologies (CTIL), customers can be assured they will get the most from our unified IP business communications solutions, which include our innovative business process automation application, Interaction Process Automation™. We’re especially excited about IPA because it enables our customers to leverage their existing Interactive Intelligence communications infrastructure to cost-effectively deploy an application that increases the speed, quality and effectiveness of business processes for improved efficiencies, lower costs and better service.”

**Mr. Joost Nienhuis, CEO of Tripolis Solutions BV** said, “We are greatly honored to receive the award for ‘Best Dynamic Direct Marketing Campaign’. With this campaign we show that the moment of launching an e-marketing campaign as the deciding factor for its content, belongs to the past. With dynamic e-marketing the moment of opening or reading is decisive. It is an innovative and logical development that will bring the worldwide e-marketing business a step closer to the future. Winning this prestigious Expo Innovation Award not only shows the success of our long-term efforts in developing this innovative software, it also enables a new way of e-mailing for marketers worldwide: email 3.0.”

**The Expo Innovation Awards** recognizes both aspects of Innovation and Customers Relationship Excellence. Firms are assessed through introduction of product or service, business case presentation, summary and write- up, customer feedback and customer satisfaction assessment. All the winners are awarded a trophy and certification from APCSC & HKCSC Expo Organizing Committee and Judging Panels. For full details of the **HK International Customer Relationship Excellence & Innovation Expo and the Expo Innovation Awards**, please visit <http://www.apcsc.com/expo/index.asp>

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**About Asia Pacific & Hong Kong Customer Service Consortium (APCSC & HKCSC) [www.apcsc.com](http://www.apcsc.com) [www.hkcsc.com](http://www.hkcsc.com)**

APCSC & HKCSC are founded with the belief of “*Excellent Customer Relationship 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. Through the Customer Relationship Excellence Award, **APCSC & HKCSC promote Customer Relationship Excellence as a core business value** in Hong Kong and international cities across Asia Pacific and to recognize government bodies, companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve.

**About HK International Customer Relationship Excellence & Innovation Expo <http://www.apcsc.com/expo/index.asp>**

- **Digital, Social, Mobile, Apps & Ads**
- **Cloud, CRM, contact center, eCom & BPO**

**The HK International CRE Innovation Expo** is aiming at providing a cross industry platform for enterprises to “open up, communicate and collaborate,” to expand overseas markets, achieve collaboration, improve international competitiveness, and showcase innovative solutions within the industry. In the Expo, focusing on above themes, outstanding companies from Hong Kong, China and overseas display and share, to build a prestigious platform to communicate, cooperate and create more business opportunities. Apart from senior executives from government, organizations, enterprises, research and training institutions, leaders and professionals from different industries including ICT, social media, marketing agency, finance, investment, and ecommerce participate and exhibit in the event, have in-depth discussion on business opportunities and challenges to create Customer Relationship Excellence and Innovation, pay close attention to and share frontier problems regarding present and future industries’ development in HK, China, Asia Pacific and global competitiveness.

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**For Press interviews, APCSC CRE & CSQS Leadership Summit, HK International Innovation Expo exhibition sponsorship, CRE Awards and sponsorship, Best-in-Class CRM Benchmarking Program**, please contact Ms. Lau via tel: (852) 2174 1428. [enquiry@apcsc.com](mailto:enquiry@apcsc.com). You can also obtain more information through Sina Weibo: [weibo.com/apcsc](http://weibo.com/apcsc), Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: APCSC, MSN: [enquiry@apcsc.com](mailto:enquiry@apcsc.com), QQ : 2303712688.