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## **Eptica Asia and Continuous Technologies International Honored at the 5<sup>th</sup> Hong Kong International CRE & Innovation Expo**

Hong Kong, June 2, 2016 – The 5<sup>th</sup> Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo focused on the theme of *Digital, Social, Mobile, Big Data & Cloud; CRM, contact center, BPO, eCom & Security*. International keynote speakers addressed the expo theme with their enterprise innovation case studies to contribute to the frontier of the digital, mobile, Internet Plus economy.

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. The companies who were awarded along with the different awards categories this year are:

- **CRE Innovative Mobile Medicine Service Integration**      **Continuous Technologies International Ltd.**
- **CRE Innovative Digital Linguistics Engine**                      **Eptica Asia Pte**

**Mr. Jason Chu, Chairman of APCSC** stated, “Customer experience, engagement, convenience, personalization have become the key loyalty drivers. Firms need to innovate and embrace innovative solutions in order to uplift the overall customer experience and loyalty. Further integrating cloud computing and big data, enterprises can provide customers with personalized products and services with higher customer satisfaction and effective engagement. Through the Hong Kong International CRE Innovation Expo, CRE innovation and consumer mobile O2O integration have become the driving force for business transformation and market leadership. Congratulations to **Continuous Technologies** and **Eptica** for their innovation towards digital and mobile engagement winning the **HK International Expo CRE Innovation Awards!**”

**Mr. Ian Wong, Senior Partner of Continuous Technologies International Ltd.** said, “It is our great honor to receive the Expo Innovation Awards for CRE Innovative Mobile Medicine Service Integration. The award evidences our ability to keep up with customers’ expectation and to cope with challenges from technology. Customers nowadays are expecting a quick response services in a secure environment, especially when it comes to personal information. Therefore a handy and secure mobile medicine service is developed to ensure the service provided is aligned with customer expectations. Patient can seek medical consultation with just one click or tab. Video chat or audio communications are available in the mobile application for both physicians and patients, enhancing the flexibility of time and reducing the geographical constraint. Mobile Medicine Service Integration is a way to escalate customers’ experience and simplify the business process.”

**Mr. Olivier Njamfa, President & CEO of Eptica** said, “At Eptica we are honoured to receive the **Hong Kong International Expo CRE Innovation Award for ‘CRE Innovative Digital Linguistics Engine’**. Eptica provides brands with intelligent and collaborative digital customer engagement platforms driving customer satisfaction and boosting competitive edge. We enable millions of individual worldwide to engage meaningful and high quality conversations with businesses, which makes their daily life easier. Our advanced Natural Language Processing automatically analyzes incoming interactions to detect key message elements, language and sentiment, enabling queries to be routed to the right agent quickly, along with recommended responses. By understanding the context of questions asked, our Linguistic Search feature delivers faster, more accurate answers to customers, as well as providing powerful insight into customer behaviour for Voice of the Customer programs. Linguistics is at the very heart of our solution and we are delighted by this recognition at the prestigious 2016 International Expo CRE Innovation Awards.”

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>

**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 Regions 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 International Customer Relationship Excellence Award, **APCSC & HKCSC promote Customer Relationship Excellence as a core business value** in Hong Kong and international cities across regions 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.

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

The **HK International CRE Innovation Expo & Awards** are aiming at providing a cross industry platform for enterprises to “innovate, communicate and collaborate,” to expand regional markets, achieve business transformation, improve international competitiveness, and showcase innovative solutions. In the Expo, focusing on above themes, outstanding companies from Hong Kong, and overseas display and share, to build a prestigious platform to develop new solutions, solve business problems, and create new business models and opportunities. **The Expo Innovation Awards** recognizes innovative products and services, strengthen the corporate brand in Asia-Pacific region. Submissions are assessed through introduction of innovative products or services, business case presentation, summary and write- up, customer reference and customer satisfaction assessment by APCSC & HKCSC Expo Organizing Committee.

**Continuous Technologies** <http://www.ctint.com>

Continuous Technologies is a leading provider of customer service and business communications solutions. We offer simple, efficient and beneficial systems for companies, employees and customers. We have over twenty (20) years of proven experience in combining best-of-breed business process automation, communications and collaboration applications on secure, reliable, and scalable platforms. Our solutions enable enterprises and government organizations to seamlessly connect and service customer requests, while reducing implementation costs and risks. Our state of the art solutions include automated information systems for Omni-channels, enterprise universal communication platforms, multimedia contact center, enterprise customer relationship management and mobility application suites. We deliver cutting edge information and communication integrated solutions to optimize the business process performance.

**Eptica** [www.eptica.com](http://www.eptica.com)

Eptica is a global leader in multichannel and multilingual customer interaction management software, covering the email, web, social media, web chat and agent channels. Its software helps millions of individuals worldwide to have meaningful conversations with businesses, improving the experience and deepening engagement. Today, more than 400 organisations across all industries and in 15 countries rely on the power of Eptica’s platform when talking to their customers. They include AirAsia, AXA, L’Occitane, Crédit Agricole, TUI, Debenhams, Capita and Ageas Insurance Solutions. Eptica’s continuing innovation and strong performance has resulted in the company’s inclusion in Gartner Magic Quadrants for the last five years.

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For Press interviews, **International CRE & CSQS Leadership Summit, CRE Awards, Customer Relationship Excellence & Innovation Expo promotion and sponsorship**, please contact Ms. Lau via tel: (852) 2174 1428. enquiry@apcsc.com. You can also obtain more information through Sina Weibo: weibo.com/apcsc, Youtube/Google+/Facebook: Asia Pacific Customer Service Consortium, Twitter: CREAwards, LinkedIn: Jason Chu APCSC, QQ : 2303712688, WeChat: APCSC\_CRE.