



Asia Pacific
Customer
Service
Consortium

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FOR IMMEDIATE RELEASE

ServiceNow Honored at The 8th Hong Kong International CRE & Innovation Expo Awards

Hong Kong, June 21, 2019 – The 8th Hong Kong International Customer Relationship Excellence (CRE) & Innovation Expo Awards focused on the theme of **Big Data, Mobile 5G, Digital, Social and CRM, contact center, BPO, eCom & A.I. IoT**. International keynote speakers addressed the expo theme with their enterprise innovation case studies to contribute to the frontier of the big data, AI, digital, mobile, and IoT sharing economy.

The Hong Kong International CRE Innovation Expo 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 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 growth strategy in Asia-Pacific region. The winning companies with awarded categories are:

- **CRE Innovative Customer Service Management** **ServiceNow**

Mr. Jason Chu, Chairman of APCSC stated, “Customer Service Management deploying Big Data, AI technologies, and Multichannels are helping to improve corporations’ capabilities to better support our customers with efficiency and accuracy in our daily customer experience, not only create convenience, personalization and self-help services, but also improve employee productivity and career development. Leading firms are identifying innovative technologies and solutions constantly, and creating new products and services to transform customer experience, strengthen loyalty and market position. Congratulations to this year’s winners for their innovative Customer Service Management solution in winning the **HK International CRE Innovation Expo Awards!**”

Mr. Aps Chikhalikar, Chief Innovation Officer, APJ of ServiceNow said, “In the last 10 years technology has taken what is complex in our personal lives and made it simple, easy and intuitive. ServiceNow believes in the power of technology to do the same for us at work - to create better ways to get work done. We’re developing powerful, digital workflows to tackle some of the most common work processes and setting a new standard for world-class customer service in partnership with our customers – which include TAL Apparel, Hong Kong Baptist University, SmarTone and Tata Communications.”

For full details of the **HK International CRE & Innovation Expo Awards**, please visit www.apcsc.com/innovation-awards/#about

Asia Pacific & Hong Kong Customer Service Consortium (APCSC & HKCSC) www.apcsc.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.

ServiceNow www.servicenow.com

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise.

HK International Customer Relationship Excellence & Innovation Expo Awards www.apcsc.com/innovation-awards

- **Big Data, Mobile 5G, Digital, Social and Cloud**
- **CRM, contact center, BPO, eCom & A.I. IoT**

The HK International CRE Innovation Expo Awards is 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 CRE Innovation Expo 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.

For Press interviews, **International CRE & CSQS Leadership Summit, CRE Awards, Customer Relationship Excellence & Innovation Expo Awards 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: Asia Pacific Customer Service Consortium Ltd., QQ : 2303712688, WeChat: APCSC_CRE.