



JOS Innovation Awards 2018-19; Winning teams give customer experience a creative makeover

Judges from JOS, Manulife, Hong Kong Maxim's Group and Sino Group impressed with innovative ideas and the integration of everyday technology

Hong Kong – 17 April 2019 – The JOS Innovation Awards, an annual competition designed to showcase and nurture Hong Kong students' creativity and innovation, has announced the four winning teams for 2018-19. The Awards, now in their fourth year, invited student teams to provide ideas on improving customer experience in different sectors, including technology, insurance, food & beverage services and property.

Supported by [JOS](#), a technology solutions provider for Asia's changing environment, and its partners [Manulife](#), [Hong Kong Maxim's Group](#)¹ and [Sino Group](#), the JOS Innovation Awards this year attracted over fifty teams. Those shortlisted attended an interactive sharing session and received guidance from business leaders via the mobile app, Gnnovation. Following an exciting final contest, four teams each won HK\$30,000 and further mentorship sessions.

“The JOS Innovation Awards have become a magnet in attracting students interested in demonstrating their creativity, critical thinking, enthusiasm and fresh approaches when troubleshooting,” said Eric Or, Managing Director, Greater China, JOS. “All the teams participating in this years' Awards demonstrated these qualities and are clearly destined to make a great impact in the business world of the future.”

Over fifty teams of between two and five students responded to the initial call to entry back in December last year, and were then whittled down to thirteen teams. Following a panel discussion on customer experience, the shortlisted teams took part in insight and learning

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'huddles' with business leaders. These huddles gave students the opportunity to understand and ask about the challenges faced by corporations in closed door sessions.

"This has been a valuable experience for us. We were presented with innovative and actionable ideas aligned to our ambition of becoming a digital, customer-centric market leader," said Francesco Lagutaine, Chief Marketing and Experience Design Officer, Manulife Asia. "The JOS Innovation Awards 2018-19 dovetails with our own talent programmes to identify, develop and nurture the next generation of future industry leaders."

"Traditionally, the customer experience at the retail level can have a short lifecycle and needs to be refreshed regularly to remain relevant. This is an area where tremendous time, money and energy is invested," said Louis Mah, Director of Information Technology, Hong Kong Maxim's Group. "What was especially refreshing to see, was how this was approached by the students and how their ideas utilized current trends and technologies."

"The Awards provide us with a first-hand look at how students see opportunities for customer experience and how these can be addressed using existing technologies," said Andrew Young, Associate Director (Innovation), Sino Group. "All the ideas were well thought through, impressive and raised the Awards bar even higher."

The JOS Innovation Awards 2018-19 winners are:

- 1) JOS Team **Pioneer** for a sophisticated internal system using AI to facilitate decision-making at the sales stage. Team members are Leung See Lok Michael, Poon King Yi Jimmy and Chan Cheuk Yin Keith from City University of Hong Kong.

Idea:

Our idea for JOS, JOSales. It is a sophisticated internal system using AI to help decision-making at the sales stage. By extracting key information of past cases from the existing CRM system and inputting the current situation of sales engagement, the sales can be calculated through a well-designed algorithm with the application of



AI. Deal prioritization can be achieved when there are numerous cases simultaneously. Apart from sales, JOSales can help companies identify prospects via analysing past cases in the database and enhance efficiency by researching customers' information, and improve sales performance.

- 2) Manulife Team **Smart L** for a mobile application aimed at shifting customer habits and minimizing repetitive procedures. Team members are Hui Chui Yi Vicki, Liu Yao Xin Mena from The University of Hong Kong, Yu Ho Wing Lawrence from University of Oxford and Mo Tin Yau Alex from The Chinese University of Hong Kong.

Idea:

'Smart L' minimises Manulife's repetitive procedures at execution. A mobile application aimed at shifting customer habits from face-to-face meetings and data-based documentation to virtual meetings and electronic signatures. Main features include an online video-call booking system for technical support, drastically reducing transportation and time costs of agents, and a discussion forum for customers' queries. Entertainment and education can be achieved simultaneously with life simulation games to develop customers' change of attitude towards insurance products and online processing systems. With 'Smart L', an easier management of insurance makes lives better.

- 3) Hong Kong Maxim's Group Team **Finnovate** for a mobile application with a focus on customer health. Team members are Kwong Hing Tim Kony, Irving The, Cha Lok Yiu Rachel and Ngai Tak Ki Gary from The University of Hong Kong.

Idea:

This idea has a focus on customer health and is two-pronged. Firstly, the idea expands Maxim's mobile app to include a personalised health tracking portal that provides key insights generated through data analytics and photos of food uploaded by users. Secondly, incorporates a one-click smart ordering function. Overall, by leveraging big data and analytics, customers gain value through valuable insights on



their eating habits, intelligent and adaptive food recommendations, effortless one-click ordering, and facilitating a healthier diet and lifestyle.

4) Sino Group Team **Sporty Teens** for an all-in-on e-wristband provided for hotel guests that achieve multiple functions. Team members are Lee Pui Yi Jennifer from The Chinese University of Hong Kong and Lo Chung Yi Joey from The University of Hong Kong.

Idea:

Sino EmBracelet is an all-in-one contactless e-wristband provided for hotel guests that achieves five functions:

- Access: used to unlock hotel rooms and access facilities, gain iPrestige rewards, event tickets and vouchers.
- Payment: Record all payments and subsequently route back to the final bill.
- Cross-selling: Collect a full set of 'e-stamps' from different locations of Sino Resorts to gain points or other rewards.
- Security alert given when children, the elderly and disabled exceed preset distances, identify and assist in inconvenient places.
- Energy saving: Detect human existence, e.g. turn off electrical appliances when users leave the room.

— END —

Please click the following link to view high quality photos :

Caption	Photo
<p>Photo 1: Ivan Yau, General Manager – Community Affairs, Sino Group; Eric van der Hoeven, Chief Executive of JTH Group; Louis Mah, Director – Information Technology, Hong Kong Maxim’s Group and Hamish Bruce, Asia Head of Talent Acquisition, Manulife Asia</p>	

Photo 2:
Representatives from JOS
and the winning team
Pioneer



Photo 3:
Representatives from
Manulife Asia, JOS and the
winning team **Smart-L**



Photo 4:
Representatives from Hong
Kong Maxim's Group, JOS
and the winning team
Finnovate





Photo 5:
Representatives from Sino Group, JOS and the winning team **Sporty Teens**



About JOS

With over 60 years’ experience in Asia, JOS is a systems integrator, solutions provider and technology consultancy with deep local and industry knowledge and an exceptional ability to execute. With 2,000+ IT professionals working from nine offices across Asia’s major business hubs in China, Hong Kong, Macau, Malaysia and Singapore, JOS aims to improve the performance of business and governments across the region by applying the best technology to address their challenges. JOS has extensive experience across a range of industries, more than 10,000 private and public sector customers in Asia, and core capabilities in artificial intelligence, big data, cloud computing, enterprise applications, enterprise security, internet of things (IoT), mobility and next generation infrastructure. JOS is a division of JTH Group, a member of the Fortune Global 500-listed Jardine Matheson Group.

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About JOS Innovation Awards

Founded in 2015, the JOS Innovation Awards aim to inspire, nurture and recognise students in Hong Kong for their smart ideas and innovative thinking in improving industry performance. The JOS Innovation Awards are open to all full-time undergraduate and post-graduate students from local universities and higher education institutions and accepts group applications of two to five members in a team.

JOS is committed to inspire Hong Kong students on the path to make the world a more efficient and better place to live. To date, the JOS Innovation Awards have inspired over 500 Hong Kong university and tertiary education students to go beyond their day-to-day curriculums and create innovative ideas that solve real-world problems.

This is not simply a one-day event, but a holistic programme that expands students’ horizons by giving them exposure to the working world and expert mentorship. Under the leadership and guidance of JOS experts, student teams build upon their innovations and hone their presentation skills.

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