

香港工商業獎

2014

HONG KONG
AWARDS FOR
INDUSTRIES

25
YEARS
ANNIVERSARY
二十五周年紀念

HONG
KONG



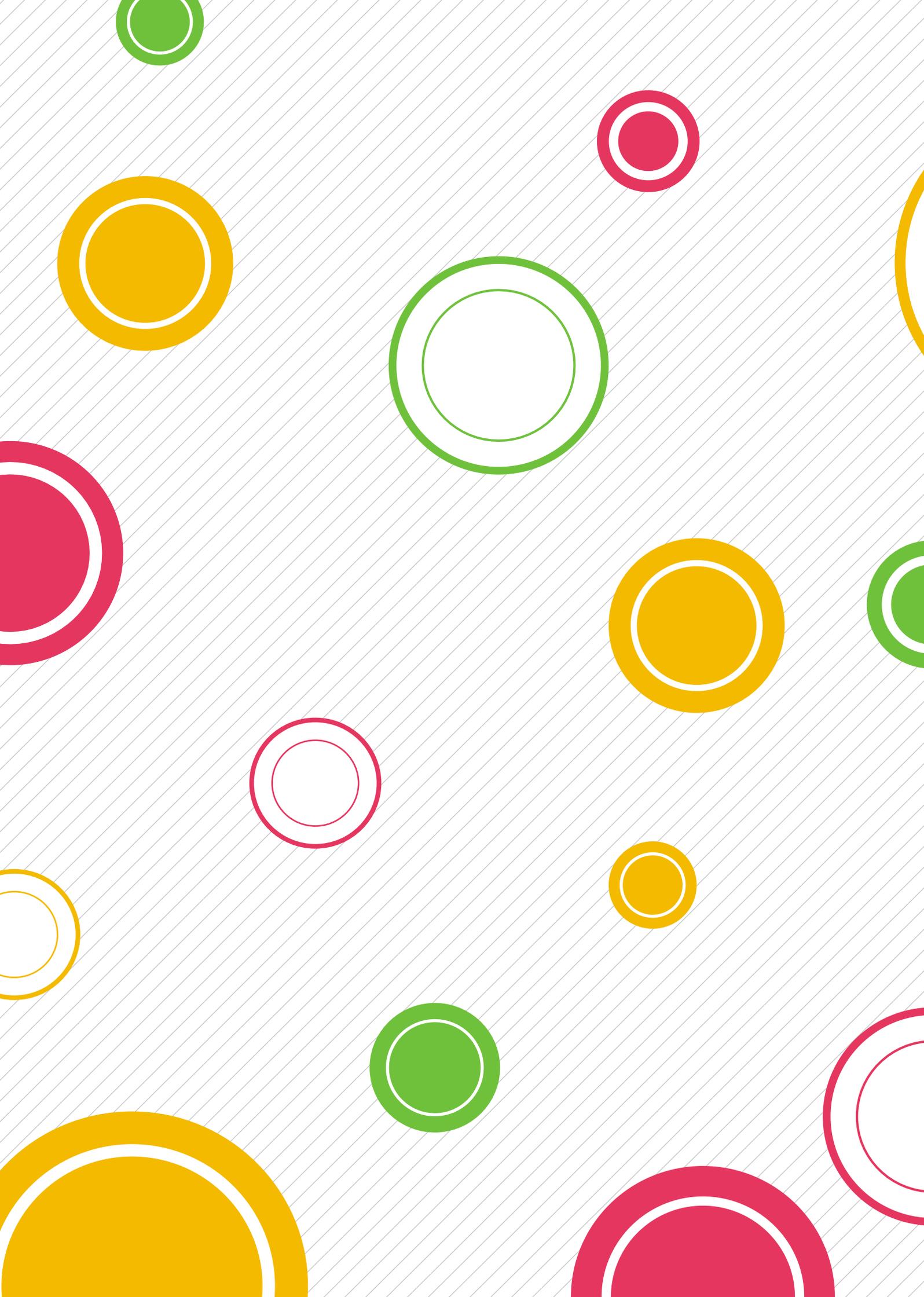
Customer 顧客服務 Service

Winners
Brochure

得獎機構簡介



HONG KONG
RETAIL MANAGEMENT ASSOCIATION
香港零售管理協會



Message from the Chairman of Hong Kong Retail Management Association

香港零售管理協會主席獻詞



The Hong Kong Awards for Industries (HKAI), a unique award championed by the Hong Kong SAR Government, was launched to recognize the outstanding achievement of Hong Kong enterprises and promote successful practices. The Hong Kong Retail Management Association is proud to be the leading organizer in the Customer Service category of HKAI since its inception.

Competition for the award has been keen over the years from an expanding portfolio of enterprises including retail, banking, catering, cleaning services, department stores, leisure and entertainment, medical services, storage, telecommunications and more.

Quality service is one of the keys to success in our service-oriented economy. The Association is delighted to see participating companies committing to uphold service excellence as their corporate core value. They have exhibited their dedication to quality service and a proactive attitude to surpass customers' expectations in every part of the service delivery. We hope enterprises in Hong Kong will continue their unwavering commitment to deliver unsurpassed service to further strengthen Hong Kong's reputation and competitive edge as an international service centre.

On behalf of the Association, I wish to extend my heartfelt thanks to all members of the judging panels for their support and dedication. Finally, I would like to congratulate the winners of the Customer Service category on their well-deserved awards.

香港工商業獎是獲香港特區政府鼎力支持的獎勵計劃，旨在表揚香港工商企業在不同範疇的傑出成就，並藉此推廣企業的成功策略和服務理念。香港零售管理協會很榮幸能夠繼續成為香港工商業獎「顧客服務」組別的主辦機構。

過去數年，「顧客服務」組別獲來自不同服務行業的公司參加角逐，包括零售、銀行、飲食、清潔及專業服務、百貨公司、消閒及娛樂服務、物業管理、倉存及電訊等。

優質服務是本港賴以成功的重要因素。協會喜見參賽的企業把優質服務視為企業的核心價值。他們在每一個環節都能夠以誠懇的態度，主動地為顧客提供喜出望外的服務。本協會期望各行各業繼續不斷追求卓越，精益求精，竭誠推動優質服務文化，致力維持本港作為國際服務中心的競爭優勢。

本人謹藉此機會代表協會感謝各評審委員的支持和貢獻，並衷心祝賀「顧客服務」組別各得獎機構。

A handwritten signature in black ink that reads "Caroline Mak". The signature is fluid and cursive, written in a professional style.

Caroline Mak, JP
麥瑞琮

Customer Service Grand Award 顧客服務大獎

The Link Management Limited - Lok Fu Market
領匯管理有限公司 - 樂富街市



Customer Service Award 顧客服務獎

A.S. Watson Retail (HK) Limited - Watsons
屈臣氏零售(香港)有限公司 - 屈臣氏

watsons 屈臣氏

G2000 (Apparel) Limited - G2000
縱橫二千有限公司 - G2000

G2000

My Affection Limited
囍悅策劃有限公司



Ngong Ping 360 Limited
昂坪 360 有限公司

NGONG PING 360

愛上藍·戀上綠
It's blue. It's green. It's love naturally

Customer Service Certificate of Merit 顧客服務優異證書

Circle K Convenience Stores (HK) Ltd
OK 便利店有限公司

OK 便利店

Premium Living Limited

Premium Living
卓越生活
Sino Group

The Great Eagle Properties Management
Company, Limited - Citibank Plaza
鷹君物業管理有限公司 - 花旗銀行廣場

Citibank Plaza
a Champion REIT property

2014 Hong Kong Awards for Industries: Customer Service Grand Award 香港工商業獎：顧客服務大獎

The Link Management Limited - Lok Fu Market
領匯管理有限公司 - 樂富街市



Sustainable Growth 持續發展

Fresh markets play an important role in Hong Kong food culture, but people's general perception of markets as being wet and unhygienic has dented their popularity. "As the owner of approximately 90 fresh markets in Hong Kong, The Link plays a significant role in promoting Hong Kong's unique fresh market culture," said George Hongchoy, CEO of The Link.

Consistent with The Link's Vision, Mission and Values ("VMV"), the Fresh Market Team stands by our fresh markets, which deliver sustainable growth while providing value and quality service to the community. The rationale of our Customer Service Programme is to sustain the traditional fresh market industry by improving the environment and providing customer-oriented services while retaining the freshness of food and the connections forged within the community.

Partnership with Community 社區協作

鮮活街市是香港飲食文化重要一環，但傳統街市濕滑骯髒的印象卻令大家卻步。領匯行政總裁王國龍表示：「領匯在香港擁有約 90 個鮮活街市，於推動傳統街市文化上佔一重要席位。」

體現領匯的抱負、使命及信念，領匯的鮮活街市團隊全力支持旗下街市持續發展，為社區增值及帶來優質服務。我們的顧客服務計劃的理念，是透過改善環境、提供以客為本的服務和供應新鮮食材，凝聚社區，延續鮮活街市文化。

Quality Service 優質服務



We have developed our plan by revealing customer insights through research and surveys, learning best practices from local grocery retailers and prominent markets overseas, differentiating our unique value proposition within the grocery retailing industry, and introducing better customer experiences to our shoppers.

Our core upgraded services include customer-centric facilities (e.g. Barrier Free Access facilities, customer service counter), value-added services (e.g. trolleys, electronic payment options, free parking and shuttle, customer service ambassadors), a hygienic and safe environment, and a contemporary shopping experience. These quality services embody our customer value proposition and have made Lok Fu Market so distinctive in the fresh market industry which has attracted a host of positive media coverage.

我們的顧客服務計劃是通過研究和調查，根據顧客的意見後所設計；並將本地同業和海外市場的最佳元素引入，在街市行業中建立獨特的價值定位，為顧客引入更好的購物體驗。

我們的核心服務提升包括一系列以顧客為本的配套設施、增值的顧客服務、衛生和安全的環境，以及時尚的購物體驗。以上貼心服務體現出我們著重為顧客增值的市場定位，令樂富街市於行業中脫穎而出，並得到傳媒的正面報導。



Achievement 成果	
Footfall 人流	↑ 16%
Young customers 年輕顧客	↑ 76%
Shopping duration 購物時間	46 mins / 分鐘 (↑ 50%)
New traders 新檔戶	↑ 20 檔
Food price 食材價格	↓ 25%

Source: AC Nielsen and Apple Daily
資料來源：AC Nielsen 及蘋果日報

2014 Hong Kong Awards for Industries: Customer Service Award

香港工商業獎：顧客服務獎

A.S. Watson Retail (HK) Limited - Watsons
屈臣氏零售(香港)有限公司 - 屈臣氏



Our Commitment to Customers: We Bring More to Life

Watsons, a member of the A.S. Watson Group, is firmly established as the leading health and beauty retailer in Asia, where we operate more than 200 stores with over 2,000 friendly staff in Hong Kong and Macau. Over 50 of our outlets have in-store pharmacies, making us the No. 1 pharmacy network in Hong Kong. Watsons continually sets the highest standards in the health, wellness and beauty market, providing personalized advice and counselling in health, beauty and personal care – as well as offering a market-leading product range, helping customers “Look Good, Feel Great” every day.

Watsons' Customer 360 Strategy

Our “Customer 360 Strategy” is our mission to surpass expectations in every aspect of our customers' relationship with Watsons – in stores and beyond. It incorporates our work to engage with potential customers as well as those we already serve.

The strategy covers the following 6 areas:

1. Store experience
2. Members' experience
3. Social experience
4. Mobile experience
5. Online experience
6. Marketing experience

我們承諾：為顧客帶來更多

屈臣氏在港澳擁有超過 200 家分店，是全港「最大藥房連鎖店」。多年來，屈臣氏為顧客提供個人化的諮詢及建議，配以傲視同儕的多元化產品種類，令顧客每天都能 Look Good, Feel Great。

屈臣氏顧客體驗 360 策略

為了讓顧客享受到周全的服務，屈臣氏特別制定了顧客體驗 360 策略，涵蓋以下六個範疇：

1. 店鋪體驗
2. 會員體驗
3. 網上社交平台體驗
4. 手機購物體驗
5. 網上購物體驗
6. 市場推廣體驗

I. Store Experience

We are constantly improving on the in-store experience to ensure our services, products and store environment. We focus on three key areas of the store experience:

Service: A team of approximately 380 health and beauty specialists provide together professional, holistic consultancy in Watsons stores. They include registered pharmacists, dietitians, Chinese medicine practitioners, nurses, mother & baby advisors, health & fitness advisors and beauty consultants.

To enhance staff professionalism, we offer comprehensive training including vocational qualifications recognized under the Hong Kong Qualifications Framework (QF), from QF Level 2 (Certificate) to QF Level 4 (Associate Degree/Advanced Degree). There is also an innovative Watsons Mobile Learning Programme. Our year-round Service Culture campaign and staff-engagement activities underline our belief that happy employees lead to happy customers.

Product: Watsons is committed to providing the best quality own-brand items as part of our broad range of health, beauty and personal care products. Our range is regularly adapted to meet the ever-changing needs of our customers.

Environment: To excite our customers and to provide an experience tailored to shoppers' evolving needs, Watsons has developed several specialist store concepts since 2013. These include "Watsons Baby", "Watsons Health" and "BEAUTIQ by Watsons".

II. Members' Experience

Watsons provides personalized, exclusive offers to millions of Watsons loyalty club members, giving them great deals on products we know they'll love.

III. Social Experience

Watsons knows customers are busy, so engages with them using the media consumers find most convenient, providing information through several social media platforms. We also encourage staff to reach out to the community in the off-line world, taking part in CSR activities that spread Watsons' care and support.

IV. Mobile Experience

The mobile shopping app iWatsons was launched in March 2014, bringing a new, convenient shopping experience to our customers.

V. Online Experience

Watsons' website provides a wealth of up-to-the-minute information, including new product announcements and exclusive offers.

VI. Marketing Experience

A cross-platform or 360-degree approach to marketing ensures Watsons' latest initiatives are clearly and effectively communicated to our customers and potential shoppers.

Watsons' Customer 360 Strategy has had a clear, beneficial impact on service. Watsons has undertaken to serve and enrich our customers' lives, exceeding their expectations in everything we do. We Bring More to Life.

屈臣氏約 380 人的專業團隊由註冊藥劑師、營養師、中醫師、護士、資深陪月顧問、健康活力大使及美容顧問等組成，全面照顧顧客的需要。為提升員工的專業水平，屈臣氏提供全面的培訓，如資歷架構認可課程 - 第 2 至第 4 級及流動學習平台等。屈臣氏亦推行各類型服務文化推廣和員工活動，並鼓勵員工參與社區服務，傳遞關懷及健康訊息。

屈臣氏堅持為顧客提供最優質的自家品牌產品及一系列保健、美容及個人護理產品，以滿足廣大客戶的需求。為提供嶄新的購物體驗，屈臣氏發展不同店鋪概念，包括 Watsons Baby、Watsons Health 及 BEAUTIQ by Watsons，並推出 iWatsons 手機購物程式，讓顧客隨時隨地輕鬆購物。屈臣氏更不斷推出會員專享優惠，為逾數百萬的會員提供多元化及貼心的禮遇。

屈臣氏承諾會繼續為顧客帶來更多，令顧客生活更添色彩！



2014 Hong Kong Awards for Industries: Customer Service Award

香港工商業獎：顧客服務獎

G2000 (Apparel) Limited - G2000
縱橫二千有限公司 - G2000



Professionalism and Innovation: Pioneering a professional suit culture

Following its launch in 1985, G2000 soon established its position as a leader in retail apparel in Hong Kong and successfully nurtured a local “suit culture”. By focusing on our core brand values “Customers”, “Passion” and “Change”, we were able to raise the overall satisfaction level of customers to an unprecedented level through a high standard of professionalism and relentless innovation.

In pioneering our “suit culture”, we continually launched new ranges of products and services that went far beyond our customers’ expectations. Our dedicated Suit Consulting Service Program offered comprehensive training for our team members that transformed them into suit experts with an enhanced career path. Only Sales Advisors who had already achieved outstanding levels of service are selected for the program. Through the guidance of professional instructors and comprehensive learning materials, Suit Consultants went through intensive training to acquire an in-depth knowledge of fabrics, cutting and styles, and dress etiquette. They would also keep a detailed record of each customer’s body shape and dimensions together with their purchasing history in order to provide personalized suggestions in the future.

專業 • 創新 傳承西裝文化

G2000 創立於 1985 年，憑藉優質的產品和對創新的堅持，在香港服裝界奠定了領導位置，成功於本地推廣西裝文化。品牌秉持「顧客為本」、「專業熱誠」、「追求突破」等業務理念，致力以專業的態度，提升顧客的整體滿意度，承先啟後為市場開創新局面。

我們銳意昇華西裝文化，不斷為顧客帶來喜出望外的服務及產品，包括推出卓越優質的顧客服務概念「專業西裝顧問服務」，及全新尊貴系列 G2000 BLACK。「專業西裝顧問服務」透過完善的培訓與晉升計劃，將員工打造成為西裝的專才 (Suit Consultant)。每一名被嚴格甄選的西裝顧問均需在服務上表現卓越，由專業導師循循善誘下，接受有系統的培訓，通過全面的教材，深入研究西裝的衣料、剪裁、造型、配搭方法。完成訓練的西裝顧問會根據顧客的需要，提供西裝的選擇、穿法、配搭三個主要方面的意見，亦會記錄顧客的全身尺寸及購買歷史，藉此為不同顧客給予個人化的專業意見。



With our new G2000 BLACK collection, customers could choose from among a range of meticulously crafted premium quality suits that provided tasteful, affordable luxury for an elite Asian clientele. With our personalized service and unique product, every customer can achieve an individual style and way of dressing that brings out their confidence and personal charisma.

G2000's uncompromisingly excellent product, innovative consulting service, and dedicated staff training, have not only ensured high levels of customer satisfaction, but also increased the career satisfaction of staff and enhanced their loyalty to the company, which in turn brings long-term benefits to G2000.

有了稱心的服務，當然少不了稱身的產品。G2000 BLACK 秉承 G2000 一貫精良裁剪技藝，結合高端優雅格調與合理價格，締造最切合亞洲人身型的西裝藝術，讓顧客精通穿衣之道，展現出自信的一面。

超卓的產品配合專業創新的顧問服務，不僅能使顧客的購買意欲與滿意度大大提升，更可增加僱員的成就感與歸屬感，為公司帶來長遠驕人的效益。



2014 Hong Kong Awards for Industries: Customer Service Award

香港工商業獎：顧客服務獎

My Affection Limited
囍悅策劃有限公司



Service Concept of “AFFECTIONATE • UNIQUE • MEMORABLE”

My Affection was founded in September 2012 with the goal to create a platform for Wedding Services of The Best Quality in Hong Kong to provide the customers with an unconventional and all-rounded wedding wonderland. By virtue of closely following through all the needs of the groom and bride in the wedding ceremony and the professional capacity of all cooperation partners, our customers are able to feel the “AFFECTIONATE” of our team, experience an “UNIQUE” brand new consumption pattern, and enjoy the heart-felt services with the “MEMORABLE” wedding.

Composing The Wedding Day In A Wonderland

In order to provide ample space with great comfort, our design and fitting out have managed to turn our flagship store covering 25,000 ft² into a playground, coupled with the unexpected and exceptionally satisfying courtesy treatment for the people in the course of composing their Wedding Day like touring the wonderland with joy.

We have formulated the content and target of our staff training in light of the “Survival and Development of our Enterprise” to procure greater effectiveness of our teamwork, enable the sustainable and positive development of the survival and subsistence of our enterprise and give our customers the most heart-felt sweet experience in the wedding preparation.

「感受·特色·回憶」的服務理念

2012年9月成立的囍悅，目標是為打造一個全港最具質素的婚慶服務平台，為顧客提供一個一應俱全打破傳統的婚禮樂園。我們憑著貼心跟進新人在禮婚上的各項所需，及各合作伙伴的專業實力，使顧客能夠「感受」到喜悅及體驗一個「特色」的嶄新消費模式，享受窩心的服務並留下美好的「回憶」。

在樂園中籌辦人生大事

為提供充裕舒適的空間，我們把 25,000 平方呎的旗艦店裝修規劃設計成遊樂場一般，再配合出乎意料的額外禮遇，令身邊的人滿足，帶著暢遊樂園的心情去籌備人生大事。

我們更以「企業的生存與發展」去訂立員工培訓的內容和指標，促使團隊的工作更富有成效、令企業維持生存和持續正面之發展，以及給予客人由最貼身到最貼心的婚禮籌辦體驗。



Encouraging Achievements

Through the customer service competition supported by the government department, the mystery shoppers assessment and the collection of information on the level of satisfaction, our team maintains good professional standard at all times and is grateful for having the exceptional honor of being granted “2014 Hong Kong Awards for Industries: Customer Service Award”, “2013 HKACE Top 10 SME Customer Service Excellence Award”, “2012 SME Retail Service Excellence Award - Gold Award”, “Certificate of Quality Wedding Merchant under Quality Wedding Merchant Scheme (2013-2014)”, and certificates of appreciation presented by various social welfare organizations.

令人鼓舞的成果

透過參與由政府部門支持的顧客服務比賽、神秘顧客測試活動及滿意度收集，讓團隊時刻保持水準。更感恩獲得「2014 香港工商業獎：顧客服務獎」、「2013 中小企優質顧客服務大獎」、「2012 零售中小企服務金獎」、「優質婚禮商戶計劃證書 2013-2014」等殊榮以及數個社福機構贈予之感謝狀。



2014 Hong Kong Awards for Industries: Customer Service Award

香港工商業獎：顧客服務獎

Ngong Ping 360 Limited
昂坪 360 有限公司

愛上藍·戀上綠

It's blue It's green It's love naturally



Ngong Ping 360 is an important tourist attraction that combines a cable car journey between Tung Chung and Ngong Ping with Ngong Ping Village, a village boasting a variety of dining, shopping and entertainment experiences. In order to give guests a unique multi-sensory experience while consolidating its position as the gateway to Lantau Island West and a leading tourist destination, Ngong Ping 360 recently launched two attractions: “Stage 360” is an action movie-themed performance, and “Motion 360” is a 5-D experience featuring the beautiful scenery of Lantau Island.

In addition to enhance the guest experience, Ngong Ping 360 is committed to continually upgrading its quality of service. In 2014, the company launched a return trip reservation service; a mobile devices ticketing service; a mobile e-ticketing service piloted during the peak season; an e-voucher service in cooperation with the biggest convenience store distribution network in Hong Kong; and a single traveller queue pilot, which allows guests to spend less time in line for tickets and more time experiencing Ngong Ping 360’s sensory journey.

昂坪 360 為香港重要的旅遊景點，包括來往東涌及昂坪的纜車旅程和集餐飲、購物及消閒於一身的昂坪市集。為豐富賓客的感官旅遊體驗，成為大嶼山西的迎賓大門及旅客必到的旅遊目的地，昂坪 360 最新推出了以香港武打電影為主題的「360 舞臺」及介紹大嶼山優美風光的五維體驗「360 動感影院」。

除了豐富賓客的感官旅遊體驗，昂坪 360 亦不時提昇服務質素，讓賓客能享受賓至如歸的旅程。在硬件方面，我們在今年先後推出了預約回程訂位服務、智能裝置購票服務、於人流高峰期試行流動電子售票服務、與全港分店覆蓋率最高的便利店合作推出電子換票證預售服務，以及「單人通道」試點安排，讓賓客省卻排隊輪候辦理購票手續，預留更多時間體驗感官之旅。



In the aspect of staff training, Ngong Ping 360 launched a guest-centric approach in order to provide guests with an unprecedented experience. This approach includes enhancing service culture, upgrading equipment, service skills training, and staff engagement and appreciation programmes. The programme would not be successful without staff involvement, so regular staff communications meetings are held to communicate and instil the philosophy of “Enhancing the guest experience starts with each employee”. In addition, Ngong Ping 360 has incorporated the “Outside-in” and “Touch-point” approaches as the foundation of service skill training to meet guests’ needs.

Within just a year of its launch, the programme has been a resounding success. Compared with last year, there has been a 370% increase in the number of guest compliments received and a 79% reduction in the number of complaints. By employing excellent service, Ngong Ping 360 will continue to provide guests with unforgettable journeys.

在員工培訓方面，我們推行以賓客為本的計劃，包括：優化服務文化、持續改善設備、增強服務技能培訓、鼓勵員工積極參與及推行獎勵計劃，務求為每位賓客締造美好的回憶。為增加員工的投入感，我們又會定期舉辦「員工溝通大會」，以強化「賓客體驗 - 由員工實現」之服務理念。更引入「從心出發」與「賓客接觸點」概念，作為基礎的服務技巧訓練課程，以貼近前線員工的工作需要。

計劃啟動僅一年，我們收到的賓客讚賞數目已按年上升了 370%，而賓客投訴數目則下跌了 79%，可見此計劃獲得廣泛肯定。昂坪 360 會繼續憑藉優質貼心的服務，為賓客帶來更多美好難忘的旅程。

2014 Hong Kong Awards for Industries: Customer Service Certificate of Merit 香港工商業獎：顧客服務優異證書

Circle K Convenience Stores (HK) Ltd
OK 便利店有限公司



‘Happy Staff - Happy Customer’ – A Customer Engagement Journey

Providing speedy checkout, tidy, clean store environment and friendly service is our Company commitment to the customers. Customer service in Circle K, which defined as ‘Speed, Tidiness’ and Friendliness (STF), is the company credo. We create a harmonious working environment as we believe "happy staff serves happy customers". Continuous learning also allows us to challenge ourselves to exceed existing service level to provide new shopping experience to our customers. In order to uplift our service to next level of excellence, a 3-year service initiative - ‘Happy Staff - Happy Customer’ – A Customer Engagement Journey was launched in 2011. We believe Happy Staff can deliver better customer service that make our customers more happy and finally lead to business result achievement.

Different kinds of program were implemented to drive this initiative, like Annual Service Day, annual service training and service & product knowledge competition were launched to cultivate the positive service mindset, enhance service skills and create value-added service touch points to our customers. Besides, Staff Care Programs were rolled out to reinforce ‘Happy Staff - Happy Customer’.

Circle K had been awarded ‘Service Retailers’ of the year 2011- 2014 in Convenience Stores Category by Hong Kong Retail Management Association and we believe that the award is definitely an recognition and acknowledgement to our staff.



‘開心員工 開心顧客’

OK 便利店一向以 "快捷、整潔、友善" 為優質顧客服務指標，致力為顧客提供優質及卓越的服務，並為顧客提供嶄新及開心的購物體驗。而內部方面，我們致力創造和諧愉快的工作環境，建立積極進取的團隊文化；為了加強「開心員工，開心顧客」的服務理念，我們於 2011 年將全面服務文化再度提升，展開一個「開心員工，開心顧客」優質服務計劃，深化要「先有開心的員工，才有開心的顧客」的信念，亦相信開心的員工能為顧客帶來開心的服務體驗，從而為公司的業務帶來裨益。

計劃內容包括透過年度大型服務日、年度服務培訓、不同形式的服務及產品知識比賽，以及不同種類的關心員工的活動，令同事不論於服務心態及服務技巧方面都有所提升，為顧客帶來開心的服務觸點及體驗。

香港 OK 便利店多年來獲得不少的服務獎項，更由 2011 年至 2014 年連續 4 年榮獲香港零售管理協會主辦神秘顧客計劃便利店組別的「最佳服務零售商」，成績令人鼓舞，亦是對同事一份肯定及認同，令我們更致力為顧客展開開心的服務旅程。



Creating Premium Living

At Sino, 'Customer First' is core to everything we do. We believe that quality services are not about what we can offer, but what our customers want. With the growing demand for specialised and customised property management services among our residents, '**Premium Living**' was established to better serve our customers. Acting as a modern-day butler, the 'Premium Living' team delivers exclusive and personalised services to residents of our prime residential properties. We take care of the nitty-gritty while our customers can enjoy a **hassle-free, quality and tasteful lifestyle**.

Our Premium Living services are centered around three areas:

1. Exclusive **Butler Services** to provide a comprehensive lifestyle solution around eight aspects of quality living, namely Bespoke Creation, Food for Thought, Hassle-free Lifestyle, On the Move, Feast for the Senses, Get Smart, Body and Soul and Around the World.
2. **Privilege Offers** from coveted brands to add values to our residents.
3. **Special Events** and Activities to provide residents with extraordinary and unforgettable experience and to engage them in green and community activities so as to widen their social life.

To take care of residents' requests 24/7, 365 days a year, a dedicated team comprising a group of well-trained and experienced lifestyle specialists and ambassadors are at your service. The services are also supported by a star-studded line-up of consultants and experts to ensure exacting standards of our services. 'Sino Training Academies' and workshops by experts of the field are organised regularly to ensure our team of professionals stay ahead of the curve.

We are delighted that our efforts have received recognition, at customer satisfaction surveys, mystery shopping surveys as well as awards by industry pundits.

By servicing from the heart, listen and understand customers' needs, 'Premium Living' strives for quality excellence and continuous improvement to surpass their expectations.

締造卓越生活

「顧客至上」是信和集團核心價值之一。住戶對專業化及個人化的物業管理服務需求日增，有見及此，信和集團成立「**Premium Living 卓越生活**」服務，為旗下優質住宅物業住客提供尊尚個人化的服務，讓住戶享受**無憂、優質及品味**的生活。

我們的服務包括：

貼心管家服務，涵蓋衣、食、住、行、樂、活、悠、遊 8 大範疇，全面照顧住戶不同需要

品牌尊享禮遇，讓住戶享受優質生活

時尚品味活動，為住戶帶來特別及難忘的體驗。

為確保服務質素，我們與專業夥伴合作，並持續為服務團隊提供全面培訓。業界的認同及顧客滿意度，是對我們專業服務的肯定。

從心服務，了解顧客的需要，我們會不斷求進，追求卓越品質，超越顧客的期望。



2014 Hong Kong Awards for Industries: Customer Service Certificate of Merit 香港工商業獎：顧客服務優異證書

The Great Eagle Properties Management Company, Limited - Citibank Plaza
鷹君物業管理有限公司 - 花旗銀行廣場



Service Excellence in Exceeding Customer Expectations

Citibank Plaza – a commercial development managed by The Great Eagle Properties Management Company, Limited – was completed in 1992 and is a modern office complex that comprises two towers and a retail podium. Our property management team believes that Service Excellence is an attitude engrained in every department of our company which begins and ends with our people – from frontline staff to senior management.

With a wide-range of top management support, we are able to incorporate Service Excellence into the strategic focus of our Company via our vision, missions and core values, and embed it into our culture through empowerment, ownership inspiration, constant communication, and success celebrations with our people.

While we understand that the quality of the customers' experience is always dependent on staff performance, which distinguishes our service from the competition, we are committed to attracting, retaining and motivating great people. Above all, our ability to be outstanding always stems from our service motto – “Service with a Smile. Happy Tenants. Happy Team”.

超乎想像的優質服務

花旗銀行廣場是鷹君物業管理有限公司管理的甲級商廈，竣工於1992年，由兩座辦公室大樓及基座商場所組成。我們的管理團隊深信，追求卓越是一種習慣，建基於團隊根深蒂固的態度和信念。無論是前線員工到管理層，優質服務的關鍵在於「人」。

在管理層的大力支持下，透過企業願景，使命和核心價值觀的實踐，為團隊打造出優質的服務方案及前景規劃；並通過對員工的有效授權賦能來提升組織效能、建立有效的溝通渠道、與員工分享成就來提升凝聚力，致力於企業中建設厚重的優質服務文化。

我們致力於吸引、激勵及保留每位優秀員工，因為客戶體驗取決於每位員工的工作表現，是我們能在競爭激烈的市場中脫穎而出的重要關鍵。總括而言，為客戶提供每一項優質服務的動力和信念，是源於我們工作的座右銘——“Service with a Smile. Happy Tenants. Happy Team”。



Service with a Smile

Happy Tenants · Happy Team

2014 Hong Kong Awards for Industries: Judging Panel

香港工商業獎：評審委員會

1

Members of Phase I Judging Panel 第一階段評審委員會

Dr. Wallace Ma 馬雋銘博士	Director, Triton Development Ltd 匡勤發展有限公司 Director
Dr. Ngan Lei Tjen 顏麗真博士	Managing Director, Absolute Beauty Culture Group 美之源集團有限公司董事總經理
Dr. Geoffrey Tso 曹國輝博士	Associate Professor, Department of Management Sciences, City University of Hong Kong 香港城市大學管理科學系副教授
Ms. Alice Yip 葉嘉明女士	Partner, Audit, KPMG 畢馬威會計師事務所審計合夥人

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Members of Phase II Judging Panel 第二階段評審委員會

(From left 由左起)

Mr. Anthony Wong 黃健偉先生	Business Director (Policy Research and Advocacy), The Hong Kong Council of Social Service 香港社會服務聯會政策研究及倡議業務總監
Ms. Josephine Kea 祁志純女士	Senior Assistant Executive Director, Headquarters (Industry Partnership), Vocational Training Council 香港職業訓練局總辦事處（行業合作）高級助理執行幹事
Mr. Buston Chu 朱溢潮先生	Honorary Advisor, Hong Kong Association for Customer Service Excellence 香港優質顧客服務協會名譽顧問
Ms. Cissy Chan 陳正思女士	Executive Director, Commercial, Airport Authority Hong Kong 香港機場管理局商務執行總監
Mr. Joseph Leung 梁偉峯先生	Vice-Chairman, Hong Kong Retail Technology Industry Association 香港零售科技商會副主席
Ms. Ruth Yu 余麗姚女士	Executive Director, Hong Kong Retail Management Association 香港零售管理協會執行總監 (not judging panel member 非評審委員會成員)



2014 Hong Kong Awards for Industries: Judging Panel

香港工商業獎：評審委員會

Hong Kong Awards for Industries: Customer Service, Innovation and Creativity, Productivity and Quality, and Technological Achievement

香港工商業獎：顧客服務、創意、生產力及品質、科技成就組別

3

Member of Final Judging Panel
最終評審委員會

(From left 由左起)

- | | |
|----------------------------|--|
| Ms. Ruth Yu
余麗姚女士 | Executive Director
Hong Kong Retail Management Association
香港零售管理協會執行總監 |
| Mr. K C Leung
梁廣泉先生 | Chairman, Industry and Technology Committee
Hong Kong General Chamber of Commerce
香港總商會工業及科技委員會主席 |
| Mrs. Agnes Mak
麥鄧碧儀女士 | Executive Director
Hong Kong Productivity Council
香港生產力促進局總裁 |
| Prof. Tony F Chan
陳繁昌教授 | Chairman of the Final Judging Panel
President
The Hong Kong University of Science and Technology
最終評審委員會主席
香港科技大學校長 |
| Ir. Allen Yeung
楊德斌先生 | Vice President
Business Development and Technology Support
Hong Kong Science and Technology Parks Corporation
香港科技園公司企業拓展及科技支援副總裁 |
| Ms. Belinda Wong
王婉蓉女士 | Assistant Director - General of Trade and Industry
Trade and Industry Department
工業貿易署 助理署長
(not judging panel member 非評審委員會成員) |



Key Milestones of the Hong Kong Awards for Industries

香港工商業獎發展歷程

1989

The Governor's Award for Industry was established to recognise and to encourage excellence in industrial performance. It had rationalised the scope of the previous awards, including the Governor's Award for Hong Kong Design and the Hong Kong New Product Award, to avoid overlap and to recognise other important aspects of industrial performance. Two product-based categories were involved:

- 'Consumer Product Design'; and
- 'Machinery and Equipment Design'.

總督工業獎設立，以表揚及鼓勵有傑出成就的廠商。有關獎項將以往獎勵計劃（包括香港總督設計獎及香港新產品獎）的範圍加以整理，避免重複，並表揚其他重要的工業表現。獎項頒發予兩個以產品為獲獎單位的組別：

- 「消費品設計」；及
- 「機器及設備設計」。

1990

The scope of the Governor's Award for Industry was broadened to include two company-based categories to recognise endeavours by Hong Kong companies on achieving improved productivity and applying good quality management systems in their manufacturing process. The two new categories were:

- 'Productivity'; and
- 'Quality'.

總督工業獎範圍擴闊，增設了兩個以公司為獲獎單位的獎項組別，以表揚本港公司對提高生產力及在生產過程中採用良好品質管理系統所付出的努力。兩個新增的獎項組別為：

- 「生產力」；及
- 「品質」。

1992

The Governor's Award for Industry was further expanded to include two company-based categories to recognise endeavours by Hong Kong manufacturers on protecting or improving the environment through conservation of raw materials and pollution reduction, and to commend excellence in expanding and opening export markets. The two new categories were:

- 'Environmental Performance'; and
- 'Export Marketing'.

總督工業獎進一步擴展，增設了兩個以公司為獲獎單位的獎項組別，以表揚為保護及改善環境而致力節省原料及減少污染的本港製造商，及表彰在拓展及打開出口市場方面的傑出成就。兩個新增的獎項組別為：

- 「環保成就」；及
- 「出口市場推廣」。

1995

The 'Governor's Award for Industry' was renamed the 'Hong Kong Awards for Industry' to facilitate overseas promotion of the awards scheme and Hong Kong as a centre of high technology manufacturing in the Asia Pacific region.

「總督工業獎」易名為「香港工業獎」，以助在海外推廣這項獎勵計劃，及建立香港在亞太區作為高科技製造中心的形象。

The 'Hong Kong Awards for Industry' added a new company-based category to underscore the importance of technological development and application of new technologies in Hong Kong's manufacturing sector, and to recognise achievements of local companies in high technology sectors. The new category was:

- 'Technological Achievement'.

In the same year, the 'Hong Kong Awards for Services' was established to showcase outstanding achievements of the services sector and to raise the standard of the service industries in Hong Kong. Five categories were involved :

- 'Innovation';
- 'Productivity';
- 'Customer Service';
- 'Tourism Services'; and
- 'Export Marketing'.

「香港工業獎」增設一個以公司為獲獎單位的獎項組別，以突顯本港製造業發展和應用新科技的重要性，並表揚本地公司在高科技行業中的傑出成就。新增的獎項組別為：

- 「科技成就」。

同年，「香港服務業獎」設立，以表揚本地服務業的卓越表現，藉以提高業界的水平。獎勵計劃涵蓋五個獎項組別：

- 「創意」；
- 「生產力」；
- 「優質顧客服務」；
- 「旅遊服務」；及
- 「出口市場推廣」。

The 'Hong Kong Awards for Industries (HKAI)' was officially launched by merging the former 'Hong Kong Awards for Industry' and 'Hong Kong Awards for Services'. The HKAI rationalised and updated the two award schemes, and continued to recognise the outstanding achievements of Hong Kong enterprises in pursuit of high technology and high value-added activities, and to commend excellence in various aspects of their performance.

The merged awards scheme covered seven categories:

- 'Consumer Product Design';
- 'Machinery and Equipment Design';
- 'Customer Service';
- 'Environmental Performance' Note;
- 'Innovation and Creativity';
- 'Productivity and Quality'; and
- 'Technological Achievement'.

「香港工業獎」及「香港服務業獎」合併為「香港工商業獎」。「香港工商業獎」將兩個原有獎勵計劃進行重整和革新，繼續致力表揚香港企業在邁向高科技、高增值的過程中取得的成就，以及在不同範疇的傑出表現。

合併後的獎勵計劃包括七個獎項組別：

- 「消費產品設計」；
- 「機器及設備設計」；
- 「顧客服務」；
- 「環保成就」註；
- 「創意」；
- 「生產力及品質」；及
- 「科技成就」。

With its 25th anniversary, the HKAI has now developed into an important annual event for Hong Kong's manufacturing and services industries and is a stimulus to progress and improvement in the industries. Over the years, the award scheme has recognised and commended the exemplary performance of about 930 companies.

The award scheme comprises six categories:

Product-based Categories

- 'Consumer Product Design';
- 'Equipment and Machinery Design';

Company-based Categories

- 'Customer Service';
- 'Innovation and Creativity';
- 'Productivity and Quality'; and
- 'Technological Achievement'.

香港工商業獎成立 25 周年，現已發展成為本港製造業及服務業一年一度重要的盛事，為業界的發展和改進起了莫大的鼓勵。多年來，獲表揚的優秀企業共有約九百三十間。

獎勵計劃涵蓋六個獎項組別：

以產品為獲獎單位的組別

- 「消費產品設計」；
- 「設備及機器設計」；

以公司為獲獎單位的組別

- 「顧客服務」；
- 「創意」；
- 「生產力及品質」；及
- 「科技成就」。

Note As there was a certain degree of overlap between the HKAI and the Hong Kong Awards for Environmental Excellence which recognises organisations that excel in environmental performance, the HKAI no longer included the 'environmental performance' category since 2011 so as to avoid duplication of resources.

註 鑑於「香港工商業獎」當中的「環保成就」獎項組別在某程度上與表揚機構在環保方面有卓越表現的「香港環保卓越計劃」有所重疊，自 2011 年，「香港工商業獎」不再涵蓋該組別，以免資源重疊。

Hong Kong Awards for Industries: Hong Kong Retail Management Association

香港工商業獎：香港零售管理協會



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

Hong Kong Retail Management Association

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 31 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 7,800 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores, as well as suppliers, wholesalers and industry related service organizations.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 17 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立31年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。現至今日，協會已成為香港主要的零售協會，會員公司的零售店舖逾7,800間，會員公司的僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶、時裝飾物、家具及居室用品、電子及電器用品、電訊、零售（服務）、專門店，以及供應商、批發商，以及與業界相關的服務機構。

香港零售管理協會是亞太零售商協會聯盟的創會會員之一。該聯盟於1989年成立，目前其會員遍及17個亞太區國家/地區，每個會員均由主要零售協會擔任代表。

Hong Kong Awards for Industries: Introduction of the Award

香港工商業獎：獎項簡介

The Hong Kong Awards for Industry and the Hong Kong Awards for Services were established in 1989 and 1997 respectively to recognize and encourage excellence as well as to promote successful practices and strategies in different aspects of industrial and service performance. A milestone was reached in 2005 with the merging of the two Awards Schemes into the "Hong Kong Awards for Industries", and championed by the HKSAR Government.

The Awards Scheme covers six categories including consumer product design, customer service, equipment and machinery design, environmental performance, innovation and creativity, productivity and quality, and technological achievement. Each award category is organized by one leading organiser.

The Hong Kong Retail Management Association is proud to be the leading organizer for the award category on "Customer Service". Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors, including retailing, banking and finance, catering, property management, telecommunication, travel agencies and various service providers.

Objectives

- To recognize and encourage excellence in the service industries by giving public recognition to outstanding companies.
- To promote the importance of quality service and to improve Hong Kong's overall standard of customer service.
- To sustain and enhance Hong Kong's competitiveness as an international service centre.

Award Structure

The Award Structure for the Customer Service category consists of three levels:

1. Hong Kong Awards for Industries: Customer Service Grand Award
2. Hong Kong Awards for Industries: Customer Service Award
3. Hong Kong Awards for Industries: Customer Service Certificate of Merit

Benefits of Participation

- The companies with outstanding achievements in customer service will be recognized and publicized.
- The effectiveness of each company's customer service improvement programme could be promoted and enhanced.
- The service level of individual companies as well as the whole service sector could be improved and enhanced.
- The award winning companies will receive extensive media coverage and recognition.

香港工業獎及香港服務業獎分別於1989年及1997年設立，旨在表揚和鼓勵有傑出成就的廠商和企業，以推廣工業及服務業的成功策略。這兩項獎勵計劃於2005年邁進新里程，合併為「香港工商業獎」。此獎項是獲香港特區政府支持的獎勵計劃。

香港工商業獎設有六個組別獎項，包括消費產品設計、顧客服務、設備及機器設計、創意、生產力及品質和科技成就，分別由六個相關行業的機構舉辦。

香港零售管理協會非常榮幸能成為「顧客服務」組別的主辦機構。過去數年，此獎項獲來自多個不同服務行業的公司參加角逐，包括零售、金融及銀行、餐飲、物業管理、電訊服務、旅行社及不同的專業服務等。

目標

- 鼓勵並表揚提供優質顧客服務的機構。
- 致力推廣優質服務的重要性，以提升香港整體的顧客服務水平。
- 持續及增強香港的競爭力，使香港成為國際性的服務中心。

獎項級別

此獎項共分三個級別：

1. 香港工商業獎：顧客服務大獎
2. 香港工商業獎：顧客服務獎
3. 香港工商業獎：顧客服務優異證書

參賽得益

- 獲獎機構的卓越成就可獲得表揚和宣傳。
- 各參賽機構之顧客服務計劃之成效可獲得彰顯及提升。
- 參賽機構，以致整體服務行業的服務水平可獲改善及提升。
- 獲獎機構將得到傳媒廣大宣傳和各界之認同。

Eligibility

- Companies and organizations operating in Hong Kong (except departments / agencies of the HKSAR Government) are eligible to enter. The Awards are also open to individual division of a company provided that the principal activity of the division is providing service to consumers.
- Participating companies should be engaged in service oriented businesses. The 'service' in question should be mainly provided in Hong Kong.
- To enable on-site mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have a retail or service outlet, or an external customer service channel where the organizer could perform such mystery assessment.
- In terms of selecting winners, the decision of the Final Judging Panel is final. The Organizer however reserves the right to disqualify any winner and to withdraw or revoke any award so granted, without entitling the winner to any compensation therefor.

For details, please contact the Association.

Participation Fee

No participation fee is required.

(For businesses requiring transactions / purchases such as fast-food outlets, restaurants, theme park, cinemas etc., participating companies will be requested to provide the Association with cash allowance / tickets in order for the Association to conduct mystery shoppers assessment. The amount of cash allowance / tickets will depend on the number of visits to be performed and the cost of the participating company's product/ service. The Association will discuss with individual participating company upon receipt of the enrolment form.)

Enrollment

Participating companies is invited to submit a written Customer Service Proposal which should highlight the company's customer service related programme(s) and management philosophies in achieving and providing quality service to their customers.

Enquiry 查詢

TEL 電話：2866 8311

FAX 傳真：2866 8380

WEBSITE 網址：www.hkrma.org/hkai

參賽資格

- 除政府部門 / 機構外，在香港經營業務的企業均符合參賽資格。企業內以服務消費者為主的部門亦可參賽。
- 參賽機構主要於香港提供服務。
- 參賽機構必須從事服務性行業及在香港擁有零售店舖、顧客服務中心或對外的客戶服務渠道，以便主辦機構以「神秘顧客」探訪的形式進行評審。
- 就選拔得獎者而言，最終評審委員會擁有最終決定的權力。主辦機構亦保留權利，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。

有關參賽資格其他細則，請向本協會查詢。

參加費用

參加費用全免。

(為方便神秘顧客作探訪評估，如被探訪的店舖 / 顧客服務點，必須牽涉購買商品 / 門票，如食肆、主題公園、電影院等，參與機構必須提供現金津貼 / 門票。現金津貼面額或門票數量，將根據探訪次數及所售賣的商品 / 服務而定。協會將個別聯絡參賽的機構，商討有關安排。)

參加辦法

參賽機構必須呈交一份有關顧客服務的計劃書，其中須重點列明公司對優質顧客服務的見解，以及如何提升顧客服務的詳情。



Hong Kong Awards for Industries: Enquiry Form

香港工商業獎：查詢表格

Enquiry Form 查詢表格

To : **HONG KONG RETAIL MANAGEMENT ASSOCIATION**

Organizer of Hong Kong Awards for Industries: Customer Service

Fax 傳真 : 2866 8380 Email 電郵 : event@hkrma.org

I would like to have more information about the
2014 Hong Kong Awards for Industries : Customer Service

我想獲得更多有關 2014 香港工商業獎：顧客服務的資料

Name of Company
公司名稱

Nature of Business
業務性質

Address
地址

Telephone
電話

Facsimile
傳真

E-mail
電郵

Name of
Contact person
聯絡人姓名

Title
職位



鳴謝 ACKNOWLEDGEMENTS

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**HONG KONG
RETAIL MANAGEMENT
ASSOCIATION**

香港零售管理協會

7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong

香港銅鑼灣禮頓道33-35號第一商業大廈7樓

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