

香港工商業獎

2015

HONG KONG
AWARDS FOR
INDUSTRIES



*Winners
Brochure*
得獎機構簡介

*Customer
Service* 顧客服務



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

Hong Kong Awards for Industries: Customer Service

Leading Organizer

香港工商業獎：顧客服務

主辦機構



**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 32 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32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（FAPRA）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。



Message from the Chairman of Hong Kong Retail Management Association 香港零售管理協會主席獻詞



Hong Kong Retail Management Association since its establishment has been committed to promoting a culture of service excellence. The Association is very pleased to continue its role as the leading organizer for "Hong Kong Award for Industries: Customer Service" category. By recognizing companies with outstanding service performance, this Award endorses the importance of excellent service while enhancing constantly the overall customer service performance in Hong Kong.

Over the past two decades, services industry in Hong Kong has shown a remarkable growth, and has become a pillar of the territory's economy. In particular, quality customer service has become a key to success. Facing an ever-changing business environment and keen competition in Hong Kong, it has become necessary that a company should make good use of its competitive edge and outperform its rivals by continually delivering an excellent service.

The Association is very pleased to see that participating companies have considered quality service as one of their core values, and have been committed to promoting this culture from management to frontline staff. Their goal is to satisfy specific needs of customers with their sincerity and initiative. This has not only created a unique customer service experience for their brands, but has also helped them win trust and support from their customers.

The Association trusts that all industries in Hong Kong will continue to offer quality service culture with sincerity, and will deliver customer-oriented services beyond customers' expectations.

On behalf of the Association, I would like to take this opportunity to thank all judging panel members for their support and contributions, and extend my sincere congratulations to all "Customer Service" awardees of the "Hong Kong Award for Industries".

香港零售管理協會自創會以來，一直致力推動優質服務文化。協會很高興能夠繼續成為香港工商業獎「顧客服務」組別的主辦機構，透過表揚卓越的機構，推廣優質服務的重要性，使能持續提升本港整體的顧客服務水平。

香港的服務業在過去二十多年有顯著的發展，並成為本港經濟的重要支柱，而優質顧客服務更是企業成功的重要元素。近年香港的營商環境瞬息萬變，面對激烈的競爭，企業要突圍而出，更應該努力不懈發揮優質服務這競爭優勢。

協會十分高興看到參賽的企業，把優質服務視為企業的核心價值，並致力向企業不同崗位的員工推廣，務求以真誠和主動的態度，提供個人化的服務，不單為品牌建立獨特的顧客服務體驗，更贏得顧客的信任及擁戴。

協會期望香港各行各業，繼續竭誠實踐優質服務文化，推動以客為尊，超越顧客期望的服務水平。

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

Thomson Cheng
鄭偉雄

2015

Hong Kong Awards for Industries Customer Service Category
香港工商業獎：顧客服務組別得獎名單

Customer Service Grand Award 顧客服務大獎

The Lifestyle Group Limited – ClubONE
時代生活集團有限公司 - 會所 1 号



Customer Service Award 顧客服務獎

CSL Mobile Limited
香港移動通訊有限公司



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

Bonluxe (Asia) Ltd.
葆露絲 (亞洲) 有限公司

BONLUXE 葆露絲
Lingerie from Japan

Magic Clean
Environmental Services Limited
壹清潔環境服務有限公司



Dorsett Mongkok, Hong Kong
香港旺角帝盛酒店



Prince Jewellery &
Watch Company Limited
太子珠寶鐘錶有限公司



2015

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



The Lifestyle Group Limited – ClubONE 時代生活集團有限公司 - 會所1号

ClubONE is a renowned wedding brand established in 2002 under The Lifestyle Group, with more than 10 years of experience in organizing wedding banquets. With the mission of providing customer-oriented wedding services, ClubONE has created unique and unforgettable wedding banquets for more than 10,000 couples.

ClubONE has a team of professional wedding planners and banquet managers to follow up all details of wedding, such that the personal needs of customers regarding banquet's environment, facilities and services can be better addressed and ensured a once-in-a-lifetime dream wedding for couples.

To meet different budget needs of our customers, ClubONE is the pioneer in introducing the "Discount Calendar" with different listed discounts on different

ClubONE 成立於 2002，隸屬於時代生活集團，逾十年籌辦婚宴的經驗，憑著「以人為本」的服務宗旨，為逾萬對新人締造與別不同的難忘婚宴。

ClubONE 特設婚禮統籌師團隊，每場婚宴皆有專屬主管細心跟進流程，令環境、設施及服務更切合婚宴顧客的個人化需要，實現每對新人一生一世的夢幻婚禮。

此外，為迎合不同客人的預算，ClubONE 首創不同日子不同折扣的「優惠通勝」，以大眾化的價錢，為新人提供酒店級的婚宴場地及個人化婚宴服務。



dates, providing hotel-grade wedding venues with personalized wedding services at affordable pricing. Ten uniquely-designed ClubONE outlets are situated at iconic locations throughout Hong Kong so as to satisfy different tastes of our customers, including ClubONE Waterfront next to the Tsing Ma Bridge, ClubONE Repulse Bay on the world-renowned beach, ClubONE The Grand Stage inside the declared monument Western Market and the latest ClubONE on the PARK at Hong Kong Science Park.

To uphold the “customer-oriented” principle, ClubONE since its establishment has incorporated customers' perspective in product design, marketing strategy and frontline services, which is well-accepted by our customers. ClubONE is constantly recognized by local and international awards, including “2013 Hong Kong Top Service Brand” and “5+ Years Caring Company”.



十個獨特及各俱特色設計的婚宴場地處港、九、新界中心地段，迎合不同顧客的品味要求，包括眺望青馬大橋的《銀灘》、飽覽香港第一沙灘全景的《會所 1 号 • 淺水灣》、法定古蹟西港城內的《大舞臺》及最新啟用的《會所 1 号 • 科學園》。

ClubONE 自成立至今，貫徹著「以人為本」之精神，由最初產品設計、營銷設計、市場推廣、前線服務等各環節均由顧客角度出發，一直深受消費者歡迎。不論在業界及國際層面，屢獲殊榮，備受認同，2013 及 2015 年更分別榮獲「香港十大服務品牌」及「香港商界展關懷 5 年獎」。

2015 Hong Kong Awards for Industries: Customer Service Award

香港工商業獎：顧客服務獎



CSL Mobile Limited 香港移動通訊有限公司

CSL Mobile Limited provides comprehensive mobile voice and data services via the **csl** and **1010** brands.

csl was established in July 2014 by combining the best attributes of one2free and PCCW mobile, and has since grown into a world-class pioneer in the telecommunications industry. This is evidenced by trailblazing application of technology and a customer-centric philosophy. **csl** is the first and only player in the market to provide a 4G 300Mbps LTE-Advanced network, which ranks as the highest 4G standard in Hong Kong.

香港移動通訊有限公司透過旗下兩大品牌 **csl** 及 **1010**，致力為本地市場提供全面優質的流動語音及數據服務。

於 2014 年 7 月，**csl** 透過整合 one2free 及 PCCW Mobile 兩個品牌的優點而正式誕生。**csl** 的品牌理念強調「以客為尊，以客為大」，以客戶的需求為出發點，積極研發突破性網絡技術，成為香港首個及目前唯一能提供 4G 300 Mbps LTE - Advanced 的流動網絡商，其流動數據的傳輸速度，更成為全港 4G 速度最高標準。



In addition to running a quality network, **csl.** provides reliable customer service across a variety of platforms. We listen to customer feedback so we can create valued-added services such as our handset trade-in facility and smartphone workshops, as well as the Ultimate Mobile Data Transfer service, which migrates data from old to new handset while checking for viruses and performing diagnostics. **csl.** cares for customers and their families by providing one-stop-shop convenience in conjunction with a vast richness of lifestyle-enhancing services that exemplify this new digital age. **csl.** runs the network that empowers users to live BIG!

除了提供強大優質的網絡外，**csl.**亦不忘以成為世界級品牌、行業先鋒及領導者為目標，一直透過不同平台聆聽客戶意見為客戶提供專業可靠的服務，如手機 Trade-in 服務和支援跨平台手機資料轉移服務及為客戶搜尋、清除潛藏手機病毒及進行手機硬件測試的「天機」手機診斷及資料轉移服務。透過嶄新推出多樣化的產品、貼心的手機教學，照顧客戶及家中長幼的不同需要，帶領香港進入一個全新的數據大時代。**csl.**更希望客戶在享用突破性的流動通訊服務之外，能夠藉此成就更大生活體驗。

2015

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



Bonluxe (Asia) Ltd. 葆露絲(亞洲)有限公司

‘Servicing From Heart’ Campaign

Bonluxe (Asia) Limited introduced Shape-up Lingerie to Hong Kong since 1995 and entered China market in 2002. Meanwhile, Bonluxe has its own specialty shops in Hong Kong, Guangzhou and Shenzhen. Even though Bonluxe has become the most reputable market leader and fastest growing retail company selling Shape-Up Lingerie in Asia, we believe ‘Service Quality’ is the key element for achieving long term success. In 2007, Bonluxe had designed ‘Servicing From Heart’ campaign and introduced every staff to carry out.

Three Criteria within the ‘Servicing From Heart’ Campaign

The ‘Servicing From Heart’ Campaign includes three main areas :

- 1) Guarantee of Product Efficacy
- 2) In-depth Product Knowledge
- 3) Superior Customer Service

We believe the solely Superior Customer Service just gives the instant shopping happiness to customers. In order to change customers to loyalty customers, they must have long lasting happiness and satisfaction to Bonluxe’s lingerie when they experience our ‘Servicing From Heart’ Campaign.

「以人為本、由心出發」服務計劃

葆露絲功能內衣於日本已有 40 多年歷史，1995 年成功引入本港，更於 2002 年進軍中國市場，現於香港、廣州及深圳各地設有專門店。身為亞太區女士功能內衣零售業之首，葆露絲著重優質顧客服務。我們的營商宗旨是「提供健康、物有所值的產品及專業服務給顧客，誠意滿足顧客的需要」，而服務宗旨是「以人為本、由心出發，透過優質員工培訓，從而達致優質顧客服務」。

三大優質服務策略

葆露絲優質服務策略，是圍繞三大方向：「產品功效承諾、專業產品知識及優質服務」。因為葆露絲深信如果優質服務只環繞「服務」一環，是一個「短暫」的優質服務，只能保證顧客在購物那一刻有開心的經歷；但葆露絲想提供的是一個「長久」的優質服務，即是希望顧客在購物前、中及後都擁有開心的經歷。





Dorsett Mongkok, Hong Kong 香港旺角帝盛酒店

Beyond Thoughtful - Anytime. Everywhere

Delivering a beyond thoughtful service and let every guest enjoy a memorable stay in Hong Kong

At Dorsett Mongkok, we aim to make every stay a unique story to tell.

Boasting 285 stylishly designed room-and-suite, Dorsett Mongkok is the epitome of genuine hospitality with its 'Beyond Thoughtful' service philosophy. Recognized as an EarthCheck Silver Certified green hotel, Dorsett Mongkok is known for its enchanting neighbourhood best for one to discover the different mix of Hong Kong.

Dorsett Mongkok introduces numerous innovative services that make it a popular choice for travellers from around the world. As a result, Dorsett Mongkok has 4 times received the Certificate of Excellence by TripAdvisor since year 2012, shortly after the hotel's opening in year 2011.

Exceptional Value-added Services To Surpass One's Expectations

At Dorsett Mongkok, guests can be assured of a truly memorable stay made possible by a team of dedicated staff who are ready to go the extra mile to make every guest feels at home.

Among all the value-added services which strive to create a bespoke travel experience for everyone, **Flexible Check-in/out Time with Guaranteed 24-hour Stay** takes the cake as it allows one to check in anytime of the day and enjoy a full 24-hour stay. This new service breaks the mould of the conventional "check-in time at 2pm; check-out time at 12pm".

Every room is equipped with a **Revolutionary Smart Phone** which allows hotel guests to stay connected with free unlimited 3G internet, local and IDD calls to 9 countries. **Free Shuttle Bus Service** is also available daily to take guests to multiple tourist and commercial destinations.

To ensure a '24/7 personal concierge service', the hotel has generously introduced **One-Hour Response Guaranteed**, a service protocol ensuring timely assistance to be rendered to in-house guests within an hour regardless of whether the guest is inside or outside of the hotel.

We also offer complimentary **Early Morning Treats** for guests who arrive between 6am to 11am, which includes a free Hong Kong-style breakfast and free lounge access while waiting for rooms.

時刻貼心 超乎所需

以貼心服務為客人締造難忘住宿體驗

旺角帝盛酒店為 EarthCheck 銀徽認證環保酒店，設有 285 間時尚客房，以「超乎所需」服務理念及毗鄰多姿多采的城市體驗見稱。酒店憑創新的服務讓其於貓途鷹網站等平台獲得出色評價，連續 4 年獲頒貓途鷹**卓越獎**。

超乎所需的服務

眾多服務中，**彈性入住時間及完整 24 小時住宿**最具代表性，打破傳統的住宿限制。

客房內的**免費智能電話**提供無限 3G 流動上網、撥打本地及國際電話至 9 個國家。酒店設**免費穿梭巴士**來往多個景點。

酒店的**1 小時回覆保證**更確保客人於 1 小時內得到協助。

酒店更推出**早晨禮遇**，免費為早上 6 時至 11 時抵港的客人提供尊屬休憩地方及港式早餐。

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



Magic Clean Environmental Services Limited 壹清潔環境服務有限公司

"Good to Excellent"

Professional services of Magic Clean are office cleaning, indoor air purification, natural disinfection, carpet cleaning, carpet protection and pest control service. Providing "Professional, Efficient and Attentive" are our core service value to customers. We aim to exceed customers' expectation and bring positive surprises to them.

In order to reinforce our services to a professional and excellent standard, we provide the all-rounded trainings to employees, including communication skill with customers, crisis and emergency management skill, and professional writing skill, etc. Through internal and external trainings, we could correct and improve the service quality in every process and ensure the most professional and excellent services to our customers.

Consequently, our profit performance, customer satisfaction and customer referral have been significantly increasing since the launch of the All-rounded Service Campaign. Not only the overall customer and employee satisfaction have been increased, but also enhanced the service standard of our industry. The positive competition among industry could be multi-beneficial for four parties - industry, corporate, customer and employee.

「從優秀到卓越」

Magic Clean 的專業服務包括辦公室清潔、室內空氣淨化工程、環保消毒、地毯防污及滅蟲服務。本企業通過實踐「專業、效率及貼心」作為服務的核心理念，致力超越顧客期望及為顧客帶來正面驚喜。

為提升僱員至專業及卓越水平，Magic Clean 為僱員提供全方位的培訓，其中包括顧客溝通技巧、危急處理應變技巧及專業文書寫作技巧等等。從而透過內部及外部的培訓成果，不斷修正及改良，向顧客提供更專業及優質的卓越服務。

自全方位服務計劃推出以來，Magic Clean 不論在業績、顧客滿意指數及顧客轉介率都大幅提升。不但提高整體顧客滿意指數及僱員工作滿足感，同時也提高行業服務標準。透過行業的良性競爭，最終達至行業、企業、顧客及僱員的四贏效果。





Prince Jewellery & Watch Company Limited 太子珠寶鐘錶有限公司

Serving from Heart, Continuing Excellent Customer Experience & Enhancing our Relationship!

Founded in 1984 by Group Chairman & CEO Dr. Jimmy Tang MH JP, Prince Jewellery & Watch has strategically located branches across Hong Kong, Mainland China and Macau. With progressive business expansion, there are now 12 branches mainly located at tourist's hotspot in Causeway Bay and Tsimshatsui, with the latest one at Landmark North, Tuen Mun V city and Mong Kok MOKO. Adherence to our founding values of service excellence, we offer customers a wide array of luxurious timepieces and fine jewellery from all over the world, and have exclusively launched the Peonia Diamond, which features the patented Peonia 88 Cut.

Our Company has relentless pursuit of customer satisfaction and has instilled the motto "Customers First" over the years. We are committed to offering our customers a comprehensive shopping experience with our well-trained sales consultants' heartfelt and professional service. We aim to establish a long term relationship with all of our customers and to build mutual trust.

Prince's Comprehensive Service Concept

1. Comprehensive in-store shopping experience, outstand your prestige status
2. Designated sales consultant for each customer, always be considerate of your needs
3. Innovative member's activities, experience the uniqueness of Prince Club

Prince Jewellery & Watch truly believes that customers' trust is the most important asset of business success. With sincerity and integrity, we will continue to provide our customers with professional services!

從心出發，延續優質服務體驗，鞏固與您的長遠關係！

太子珠寶鐘錶於 1984 年由集團主席及行政總裁鄧鉅明博士 MH JP 創立，至今屹立香港逾三十年，分店遍及中、港、澳，現於香港共有十二間零售店舖，主要位處銅鑼灣及尖沙咀兩大旅遊熱點。近年亦開始發展其他地區，上水廣場、屯門 V city 及旺角 MOKO 分店已相繼開幕。我們代理世界各地六十多個頂級名牌鐘錶，更與鑽石供應商共同研發了「牡丹花 88 瓣切割法」及建立了 Peonia Diamond 彼愛麗鑽石品牌，務求讓顧客可於寬敞舒適的服務環境，欣賞優質獨特的鐘錶和珠寶首飾。

我們多年來本著「以客為先」的宗旨，配合專業銷售顧問的知識及個人化貼心待客服務，為每位顧客提供專屬的全方位貴賓購物體驗，彼此建立長遠夥伴關係，就如公司理念一樣：「時刻·互信」。

太子服務理念模型

1. 店內尊貴購物體驗，彰顯您的非凡地位
2. 專屬銷售顧問售後跟進，體貼您的需要
3. 創新活動，感受不一樣的太子會會員體驗

太子珠寶鐘錶深信客戶的信任是企業成功的最重要資產，多年來為客人提供優質貼心的服務，同時不斷創新求變。未來，我們會繼續以誠建信，成就更好的太子！

Hong Kong Awards for Industries: Judging Panel

香港工商業獎：評審委員會



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. Geoffrey Tso
曹國輝博士

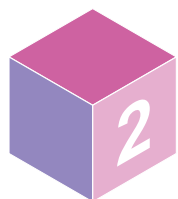
Associate Professor, Department of Management Sciences, City University of Hong Kong
香港城市大學管理科學系副教授

Dr. Pinky Tso
曹碧珠博士

Training Consultant, Hong Kong Institute of Business Administration
香港工商管理學會培訓顧問

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



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

(From left 由左起)

Ms. Irene Leung
梁淑儀女士

Chief Executive Officer, Senior Citizen Home Safety Association
長者安居協會行政總裁

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. Josephine Kea
祁志純女士

Deputy Executive Director, Vocational Training Council
香港職業訓練局副執行幹事

Ms. Bonnie Cheung
張美卿女士

General Manager, Yishion Overseas Development Limited
以純海外發展有限公司總經理

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





Members of Final Judging Panel 最終評審委員會

2015 Hong Kong Awards for Industries: Customer Service, Innovation and Creativity, Productivity and Quality, Technological Achievement and Upgrading and Transformation

2015 香港工商業獎：顧客服務、創意、生產力及品質、科技成就、升級轉型組別



(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. Emil Yu
于健安先生

Chairman, Industry & 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. Joseph Sung
沈祖堯教授

Chairman of the Final Judging Panel
Vice-Chancellor and President, The Chinese University of Hong Kong
香港中文大學校長
最終評審委員會主席

Mr. Andrew Young
楊孟璋先生

Chief Commercial Officer, Hong Kong Science and Technology Parks Corporation
香港科技園公司首席商務總監

Mr. Eric Yim
嚴志明先生

Ex-officio Advisor, Hong Kong Young Industrialists Council
香港青年工業家協會當然顧問

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

(非評審委員會成員 not judging panel member)

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 seven categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, productivity and quality, technological achievement, and upgrading and transformation. 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 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。

香港工商業獎設有七個組別獎項，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、科技成就及升級轉型，分別由七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

Tel 電話 : 2866 8311

I would like to have more information about the
2016 Hong Kong Awards for Industries : Customer Service

我想獲得更多有關 2016 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



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**HONG KONG
RETAIL MANAGEMENT
ASSOCIATION**

香港零售管理協會

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香港銅鑼灣禮頓道33-35號第一商業大廈7樓

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