

2016 香港工商業獎

2016 HONG KONG AWARDS FOR INDUSTRIES

Hong Kong Awards for Industries : Customer Service

香港工商業獎：顧客服務

主辦機構 Organizer

HONG KONG RETAIL MANAGEMENT ASSOCIATION

香港零售管理協會

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Established for 33 years, the Association has been playing a vital role in representing the trade, and raising the status and professionalism of retailing through awards, education and training.

Today, HKRMA is the leading retail association in Hong Kong with membership covering more than 7,800 retail outlets and 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, convenience stores, department stores, drug stores, electronic and electrical appliances, fashion and accessories, furniture and home accessories, specialty stores, telecommunications, supermarkets, watches and jewellery, retail (services), and as well as suppliers, wholesalers and industry related service organizations.

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.

香港零售管理協會於一九八三年由一班擁有長遠使命的零售商共同創辦。成立三十三年以來，協會在促進本地零售業發展及代表業界意見，一直扮演著重要角色；與此同時，協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。協會乃香港主要的零售商會，現時會員公司店舖逾七千八百間，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、便利店、百貨公司、藥房、電子及電器用品、時裝飾物、家具及居室用品、專門店、超級市場、電訊、鐘錶及珠寶、零售（服務），以及供應商、批發商，及與業界相關的服務機構。

協會亦是泛亞太區零售商協會聯盟香港區的唯一零售協會代表，並是聯盟之創會會員之一，該聯盟的會員遍及十七個亞太地區及國家。

Message from the Chairman of Hong Kong Retail Management Association

香港零售管理協會主席獻詞

Hong Kong's service sector is the major pillar of the local economy. Yet, it is worth noting that based on its solid foundation built up over the past 20 years and backed by its favorable competitive edge, our local service industry has withstood yet another major challenge with its excellent service. This has precisely showcased that the introduction of "Hong Kong Awards for Industries (HKAI) : Customer Service" has been instrumental in enhancing our local overall customer service and our global competitiveness.

The Government-supported HKAI was introduced to recognize businesses showing excellent service performance in different aspects, and to promote successful strategies and the notion of customer service. Hong Kong Retail Management Association is deeply honored to have been the leading organizer for "Customer Service" category.

Moreover, the Association is very pleased to see strong support from participating companies. This has indicated that it has been a prime goal of the industry to enhance service performance and to extend excellent service beyond customers' expectation through flexible mindsets and provision of heart-felt services. Their goals have been highly fruitful, and their enormous efforts are worth being recognized and acclaimed by the industry and Hong Kong community.

The Association looks forward that each and every sector will continue to strive for excellence and is devoted to promoting a culture of service excellence, while maintaining the competitive edge of Hong Kong.

On behalf of the Association, I would like to take this opportunity to express my great appreciation to all judging panel members for their support and contribution, and offer my most sincere congratulations to all winners in the "Customer Service" category.

服務業是香港重要的經濟支柱。然而，近年香港經濟放緩，多個行業表現疲弱，服務業尤甚。欣喜的是，香港的服務業經歷了二十多年的發展，已建立了穩固的根基和優勢。當中，優質的顧客服務是業界在面對嚴峻挑戰，仍能維持穩健發展的其中一項要素。香港工商業獎「顧客服務」組別的成立，正正發揮了提升本港整體顧客服務水平和國際競爭力的效用。

香港工商業獎是獲香港特區政府重大支持的獎勵計劃，旨在表揚在不同範疇有傑出表現的企業，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「顧客服務」組別的主辦機構。

協會喜見參賽的企業對提升服務水平有著強大的承擔，並以靈活的思維和誠懇的服務態度，為顧客帶來喜出望外的服務體驗；這些努力成果實在值得業界及社會的認同和鼓勵。協會期望各行各業繼續追求卓越，精益求精，竭誠推動優質的服務文化，致力維持本港的競爭優勢。

本人謹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

2016 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

Sidefame Ltd - Anteprema Wirebag
西彥有限公司 - Anteprema Wirebag

Customer Service Award

顧客服務獎

Antonhill Company Limited
安翹有限公司

Hong Kong Telecommunications (HKT) Limited - Smart Living Store
Sun Hung Kai Real Estate Agency Ltd - MOKO Customer Care Centre
新鴻基地產代理有限公司 - MOKO 新世紀廣場顧客服務中心

Customer Service Certificate of Merit

顧客服務優異證書

Hysan Property Management Limited
希慎物業管理有限公司

Kai Shing Management Services Limited - Millennium City 1, 2, 3 & 6 Management
Services Office

啟勝管理服務有限公司 - 創紀之城一、二、三及六期服務處

Sino Estates Management Limited - Sino Plaza
信和物業管理有限公司 - 信和廣場

UDomain Web Hosting Company Ltd
通域存網有限公司

2016 Hong Kong Awards for Industries : Customer Service Grand Award

香港工商業獎：顧客服務大獎

Sidefame Ltd - Anteprema Wirebag
西彥有限公司 - Anteprema Wirebag

SIDEFAME LTD was established in 1987 as the retail subsidiary of FENIX GROUP HOLDINGS LTD. Headquartered in Hong Kong, SIDEFAME operates retail stores in Hong Kong, China, Macau and Singapore. The Company markets a range of fashion and lifestyle brands, around the region, through joint venture and franchise agreements. Through respect and learning, the Company developed an unique understanding on how to market its exclusive products, from building up its exclusive labels to increase its attractiveness. ANTEPRIMA founded by Izumi Ogino. It's signature artistic ANTEPRIMA WIREBAG has evolved into a stand-alone diffusion line and fashion icon status.

For customer services, we mainly focus on enhancing our staff product knowledge on raw materials, knitting technique, services awareness and professional image. From transforming our salesperson to a professional ANTEPRIMA WIREBAG expert, we can provide excellent and professional service to our customers.

“Knit-Me-Up” idea comes from both external and internal environmental changes. More than 90% of our WIREBAG frontline staff is new generations with less experience in manufacturing industry. When they introduce our products, they could only see the final product without understanding the process of making it. Most importantly, as a WIREBAG expert, experiencing the process of knitting WIREBAG is crucial in understanding the products' good points so that to deliver its brand values to customers.

Besides, facing the challenge of online shopping (lacking the face-to-face interactions with customers), SIDEFAME training team has a series of program to frontline staff, “Knit-Me-Up”, which provides them with WIREBAG DIY knitting workshop. The workshop invites WIREBAG knitting master to be the tutor and letting the staff to experience its professionalism.

Instead of product knowledge, Image and service mindset are important too. We have introduced “face washing workshop” conducted by a cosmetic expert. It reminds frontline staff that well taking care of our faces seems like well taking care of our customer relationship.

We believe that every WIREBAG has its own life. Through “Knit-Me-Up” program, we believe our brand values, “Fun & Joy”, can be delivered to our customers.

西彥有限公司於 1987 年成立，為三黃集團控股有限公司的附屬公司。西彥總部設於香港，零售網絡遍佈香港、中國、澳門及新加坡，透過合資經營及特許經營模式，於亞洲區內營銷一系列潮流及生活品牌。西彥憑藉由衷敬意和虛心學習，發展出一套獨到見解，對如何推廣獨有商品，以及建立品牌口碑和魅力的了解甚深。ANTEPRIMA 由設計師荻野泉創辦，品牌的經典手袋 ANTEPRIMA WIREBAG，以手工精心織造，展現力臻完美的工藝。

顧客服務方面，我們的專業提升服務主要是提升同事對貨品原材料、製作技巧、織法、服務意識及專業形象等訊息，藉此讓同事自行感受專業，從而大幅提升專業度，由一個銷售人員成為 ANTEPRIMA WIREBAG 的專家，使每一位專家可以提供更專業及稱心滿意的服務。

「織出真我」，這個意念是源於內外環境的轉變：品牌員工有 90% 以上都是充滿活力的新世代員工(包括 80 後、甚至 90 後)，他們未有足夠機會接觸工業年代的的產品製作過

程，而面對服務業，前線員工介紹產品時，只看見最終製成品，但未必領略整個 WIREBAG 的工序，而最重要是：作為一個 WIREBAG 專家，除了透徹了解貨品的優點及好處外，更需要有真切的體驗，才能令客人明白品牌的價值。

而且網上購物盛行，客人很容易便接觸到網購平台下單購物，省卻前往實體店舖購物的體驗，要維持店舖的競爭優勢，必須不斷追求卓越的服務水平，培訓部設計出一系列「體驗式學習」培訓：「織出真我」，是一系列全人手編織 WIREBAG 的專業工作坊。透過邀請經驗豐富的品牌專業工匠親身教授編織 WIREBAG，讓同事經歷整個 WIREBAG 的製作過程及領會當中的專業。

除了產品知識外，形象及服務意識同樣重要，因此培訓部邀請了知名美容品牌教授洗臉，看似每人每天也會做的容易事情，其實有很多護理步驟，正如我們日常一些工作最基本的事情，我們會因為習慣而容易遺忘，而更有同事從中領略到：「用心護理臉部就正如我們跟客人的關係一樣，必須用心照料」，大大提升同事的服務意識，成為 WIREBAG 專家。

我們相信每個 WIREBAG 都有其生命，並希望將"Fun & Joy"的品牌元素傳遞予客人手上，透過「織出真我」培訓項目，讓親身感受到 WIREBAG 背後的神髓及專業精神，從而將專業的服務心感染給客人。

2016 Hong Kong Awards for Industries : Customer Service Award

香港工商業獎：顧客服務獎

Antonhill Company Limited
安翹有限公司

Antonhill Co Ltd established in 1981 and has been one of the leading uniform suppliers in Hong Kong. We provide one-stop comprehensive services, include uniform design, merchandising, bulk production and after-sales services. Our mission is to put forward the concept of “Corporate Fashion” and assist customers in building up their professional image through the element – UNIFORM. With our self-owned production capacity, we specialize in arrangement of production schedule flexibly to cope with big orders, small quantity orders and urgent orders. Our aim is to provide “no minimum order” service to fulfill different customers’ dynamic requirements.

To act as the bridge between customers’ management and their uniform staff, we improve progressively in respect of design, fabrication and silhouette etc in order that the uniforms are satisfied by both parties. We care our customers in every aspect even though it may be expected to be the tiny part. For example, we enclose wearing and washing ‘tips’ inside the uniform in order to give advices to end users the way to keep their uniforms with fresh appearance all the time.

Our database contains various sizes of nearly 100 combinations, which can provide most fit sizes for staff from different working environment and regions for selection.

To serve the customers with scattered outlets, we upgraded ERP system and strengthened logistic team in order to pack uniform individually for each staff and deliver to their destinations directly. Customers can check up order status and logistic details online for efficient management. Also, we can provide warehousing services, which can deliver uniform elsewhere in a short period of time.

We recently organize uniform show and uniform parade for inspiration of corporate image on staff uniform.

Everyone of Antonhill understands deeply the meaning of customer services, which drive us to strive for the best forever onward!

安翹有限公司於 1981 年成立，為最優秀的制服供應商之一。公司於開業之初已定位為全方位/一站式制服專家，集設計、採購、生產、售後服務於一身，以推動『企業時裝』為己任，充分利用『制服』這個元素協助客戶達成他們確立市場定位、並提升團隊的自豪感及歸屬感等目標。我司自營生產廠房，能有效地靈活調動生產期，處理客戶大、小單量、急單，實現『無起訂量』的目標，以配合不同類型客戶的實際需要。

作為客戶管理層與其員工用家的橋樑，我司一直在制服款式、選料及版型上不斷作出調整和優化，以顧及客戶企業形象的同時，使用家能穿上舒適的制服。我們從小節著眼，在制服包裝上附上『小貼士』，提醒用家穿著及洗滌制服的方法，以保持其光鮮亮麗和企業形象。

我們以數據化管理，為客人提供每款制服尺碼多達近 100 個組合，使不同地區、不同工種、不同身型員工也能輕鬆配上適體的制服。

針對零售點多的客戶，我司提升 ERP 電腦系統及強化物流團隊等周邊服務，以獨立包裝方式將制服直接送到不同分舖，減輕客戶行政工作。客人亦可以隨時從網上查閱訂單資料及運送流程。另外，我們可提供倉存管理，及時將制服靈活地調動至客戶不同零售點。

近年我司替客戶籌劃制服時裝表演、預演等等服務，以協助客戶將其企業形象完美地展

現出來。

安翹每位員工深明顧客服務的意義，藉此推動我們永遠精益求精，力求臻善!

2016 Hong Kong Awards for Industries : Customer Service Award

香港工商業獎：顧客服務獎

Hong Kong Telecommunications (HKT) Limited - Smart Living Store

Holistic Smart Home Solutions with One-stop Professional Serving Team

To provide extra benefits to customers beyond network, the telecom market leader HKT established Smart Living in 2013. The brand new service enhances customers' living quality with technology and brings extra comfort, convenience and efficiency at home. With the unique network capability of HKT, we collaborate with property developers, interior designers and product suppliers etc. to offer Holistic Smart Home Solutions including Home Automation, Home Networking, Security Monitoring, Health Care and even Smart Gadgets to customers. From interior design to home furnishing and to holistic system integration, we team up professionals to serve our customers comprehensively. Our customers are well served by Personal Account Manager and will enjoy Free Design Consultancy Service. Moreover, our well trained Smart Living Consultants provide one-stop service covering on-site professional advice on home layout, equipment recommendations, and overall set-up and after-sales services. In addition to our 24-hour hotline and online portal, customers enjoy free on-site maintenance service for 3 times for Smart Living Solution, while HKT Smart Warranty is available for gadgets to provide hassle-free experience even beyond the original warranty period.

Long-term Relationship with Customers and their Families

Following the HKT service motto, Smart Living is “Here to Serve” our customer and on a long-term basis. Besides the all-rounded after-sales services, we take extra steps to understand customers' family needs instead of the individuals'. We care about grannies' health, we want to share mom's chores, and we truly understand how they miss their babies when at work. With our professional knowledge and rich experience, we enhance customers' living standard by providing a Smart and Secure Home that benefits all members. With the internal Quality Assurance Team and external employed independent Mystery Shopper Program, we continue to improve everyday every moment. It is found in our Customer Transaction Study that about 90% of interviewed customers said they will revisit again and will highly recommend Smart Living to others.

Smart Home in the Publics and Remarkable Results

Smart Living established dedicated Smart Living Store and showrooms at high traffic HKT Service Centers and Retail Shops. We also act as an advocator to bring forth Smart Home Technology to the society by organizing regular social events and experience workshops. The exhibition “Tomorrow's Life Style Today” in 2015 is one example at which we invited everyone to experience the fun of innovative products. Smart Living was also the first company in Hong Kong who collaborated with Senior Citizen Home Safety Association to develop Smart Home Solutions for Elderly in order to make their lives easy and simple. We has successfully aroused public awareness and promoted Smart Living to over 1 million customers in 2015. “Metro Award for Eco-Business”, “Metro Award for Brand Excellence”, “Outstanding Corporate Strategy Awards” and “The Best of Smart Living Brand from e-Brand Award” are our achievements in 2015 well showing HKT Smart Living being rated above industry level by independent parties and customers.

一站式智能家居服務

2013 年香港電訊成立 Smart Living，運用科技提升客戶生活質素，帶來更舒適、方便和有效率的生活模式。我們與地產商、室內設計師和產品供應商等合作，為客人提供完整的智能家居方案，包括家居自動化、網絡設計、保安監察系統、健康照顧及智能產品。顧客可享免費設計諮詢服務，專責的客戶經理為客人提供一站式的免費服務，包括實地

視察、整體設計、傢俬擺位及完善的售後服務。

與顧客一家建立長遠關係

Smart Living 秉承香港電訊的服務宗旨—摯誠為你，不但了解顧客的個人需要，更透過智能家居方案照顧家中每位成員。我們亦致力提升顧客滿意度，透過不同品質管理團隊的專業意見來提高服務質素，結果有目共睹，近九成受訪顧客指會再次光臨並介紹給親友。

讓智能家居融入社會

Smart Living 設有專門店及多個陳列室，定期舉辦活動和展覽，並與長者安居協會獨家合作為長者提供智能家居方案。**Smart Living** 更領先同業，2015年獲得都市環保企業獎、最佳品牌大獎、傑出企業策略大獎及 e-世代品牌大獎。

2016 Hong Kong Awards for Industries : Customer Service Award

香港工商業獎：顧客服務獎

Sun Hung Kai Real Estate Agency Ltd - MOKO Customer Care Centre
新鴻基地產代理有限公司 - MOKO 新世紀廣場顧客服務中心

MOKO is a landmark shopping mall in Mong Kok developed by Sun Hung Kai Properties. The shopping mall appeals to shoppers with its diverse mix of restaurants and quality retailers, features recreational and leisure facilities including cinema equipped with IMAX theatre and outdoor children's playground. In consistent with the Group's core value "Building Homes with Heart", MOKO has the management concept "MOKO = Your Second Home" embedded in mind, we engage a shopper-centric approach to deliver shoppers caring services by well-trained customer service team and keep improving the facilities.

The quality of service providers is crucial to the delivery of quality services. Trainings on empathy and putting ourselves into customers 'shoes are to reinforce staff's positive mindset and relationship building with shoppers. Through interactive means and staff engagement to foster a happy working environment, it builds and maintains the team's passion to serve and, motivates everyone to deliver better and personalized customer service. To advocate our service culture "We Serve You Best", we dedicate to treat each customer as our family member, proactively think and do before they ask for.

The encouraging results in various mystery shopper assessments and Best Customer Care Ambassador election this year are the great acknowledgement of our efforts put in. From the Winner award in the supervisory category of 2016 "Service & Courtesy Award" to the Silver one of "Best Service Outlet" we obtained, our morale to excel further is greatly boosted. Taking this opportunity, we wish to express our genuine thanks to the Hong Kong Retail Management Association for giving us such a good platform to be recognized and strive for achievement.

MOKO 新世紀廣場為新鴻基地產於旺角區的旗艦商場，雲集多元化名店及食肆，亦設有多種消閑娛樂設施，包括戲院及戶外兒童遊樂場。商場本著集團「以心建家」的理念，不斷提昇服務滿足顧客，務求令顧客得到最優質的服務體驗，感到 MOKO 新世紀廣場有如自己的家般親切。我們以「第二個家」的概念，於場內提供多項貼心服務及培育專業的顧客服務團隊，關懷顧客的需要。

優質顧客服務的關鍵往往在於服務提供者，因此我們的客戶服務主任均接受多元化培訓，於接待顧客時更能以同理心了解顧客的需要。透過互動交流的方式，我們營造出愉快的工作環境，好讓各員工能達到「用心服務」的理念，做到視每位顧客如其家人。

本年度我們亦於多項神秘訪客評核及親客大使選舉中獲得佳績，更獲得「傑出服務獎」主管級別獎項及「傑出服務店舖」銀獎，成績令人鼓舞，亦是對團隊的肯定及認同。在此，我們衷心向香港零售管理協會致謝，為業界提供一個讓大家服務不斷進步、力臻完善的平台。

2016 Hong Kong Awards for Industries :
Customer Service Certificate of Merit
香港工商業獎：顧客服務優異證書

Hysan Property Management Limited
希慎物業管理有限公司

Unique and Satisfying Experience (U.S.E)

A Customer-based Operating Framework

Hysan is committed to being Hong Kong's premier property company, striving to offer a multi-dimensional level of service of the highest quality. To differentiate itself from its market competitors, Hysan constantly endeavours to create a Unique and Satisfying Experience ("U.S.E.") for its diverse range of customers. It achieves this by implementing a customer-based operating framework that cultivates a service-oriented mindset among all staff across the entire Company. It also seeks to leverage Lee Gardens' rich heritage, and continue to develop the area as a sustainable community that serves the needs of all stakeholders, both today and for generations to come.

Driven by a carefully considered process of cultural and organisational realignment, Hysan's U.S.E. programme aims to strengthen the bonds between Hysan, its tenants and their customers. This requires a three-pronged approach to service excellence, namely: differentiated offerings, customer knowledge and friendly, empathetic service. Together, these three cornerstones of excellence create the unique and satisfying experiences that keep customers coming back for more.

Building on the success of its U.S.E. proposition, Hysan remains committed to always serving its customers in a dynamic and proactive spirit of excellence. By continuing to nurture an innovative, empathetic and forward-thinking service culture among all staff, Hysan looks forward to taking its customer service to ever greater heights. In so doing, it will further sharpen its edge in today's highly competitive retail industry, while also surprising and delighting customers with truly unique and special experiences.

獨特而稱心的體驗

以客為本的營運框架

希慎一直致力成為首屈一指的地產公司，並在業界中傲視同群。希慎透過以客為本的營運框架，將獨特而稱心體驗的服務理念灌輸到公司整個團隊，並應用於日常營運中。希慎亦憑藉扎根銅鑼灣多年的優勢，為持份者營建一個長遠可持續發展的社區。

服務計劃主要透過公司的文化和架構整合，強化希慎與租戶群以及顧客群三者間的聯繫，並以與別不同的體驗、了解顧客及提供友善服務為宗旨，為顧客營造獨特而稱心的體驗，提升回訪率。

為使 U.S.E 服務理念持之以恆，希慎會繼續致力推動大膽創新、具同理心及高瞻遠矚的服務文化，為客人締造喜出望外、獨特而稱心的體驗。

2016 Hong Kong Awards for Industries :
Customer Service Certificate of Merit
香港工商業獎：顧客服務優異證書

*Kai Shing Management Services Limited -
Millennium City 1, 2, 3 & 6 Management Services Office*
啟勝管理服務有限公司 - 創紀之城一、二、三及六期服務處

Millennium City 1, 2, 3 and 6 in Kwun Tong make up a major part of the Millennium City commercial complex developed by Sun Hung Kai Properties Ltd. These four grade-A office buildings are managed by one Management Services Office of Kai Shing Management Services Limited.

Our goal is to keep our buildings as the most distinguish business address in the central district of Kowloon East. Our modus operandi and target are to keep our buildings in ship-shaped conditions and provide efficient and thoughtful services that go beyond the expectation of our building users and surpassing that of our competitors. These include our emphasis on training our staff well, frequent communications with our tenants / owners, and our daily effort in improving the performance and energy efficiency of our E & M facilities, maintaining the look and image of the buildings, promoting environmental protection programmes, and running interest classes as well as outdoor and sporting events for our building users. The Merit award from the Hong Kong Awards of Industries : Customer Service 2016 is another milestone marking our effort and achievement in this direction.

創紀之城一期、二期、三期及六期是新鴻基地產位於東九龍之甲級寫字樓物業，由新鴻基地產旗下的啟勝管理服務有限公司，為客戶提供度身訂造及高效率之一站式管理服務。

為不斷提高服務水平，我們努力追求專業創新，讓服務質素精益求精，並著重透過加強培訓及提高與同事之間的互相溝通，實踐公司「以客為先，做到最好」的服務精神。

此外，我們更制訂有效策略，建立專業卓越服務團隊，務求突破現有服務水平，為客人創造難忘服務體驗，超越客戶期望。今次榮幸於「香港工商業獎:顧客服務」獲獎，再次肯定了我們服務團隊的努力及優質的物業管理服務表現。

2016 Hong Kong Awards for Industries :
Customer Service Certificate of Merit
香港工商業獎：顧客服務優異證書

Sino Estates Management Limited - Sino Plaza
信和物業管理有限公司 - 信和廣場

Sino Plaza was established since 1992, is managed by Sino Estates Management Limited, with years of property management experience, where a professional service team continuously enhances service quality and customer satisfaction by putting “Customers First”. This pursuit of excellence has earned Sino Plaza a trusted reputation for quality.

Service From the Heart

In order to reinforce our services to an excellent standard, we provide all-rounded trainings to our staffs, including communication skills with customers, emergency handling skills, etc., to ensure excellent service quality to be delivered to our customers. Sino Plaza has launched service pledge to set service targets as guidelines for our staff to ensure timely response and assistance to be rendered to our customers.

Sino Plaza has also implemented the Mystery Shopper Survey and the Hearty Service Award schemes, in order to monitor the service quality standard. Excellent performance employees are entitled with cash reward, as an incentive to consistently enhancing service quality standard.

Consequently, our profit performance, customer satisfaction and employee satisfaction have been sustainably increasing since the launch of the “Service from the Heart” Campaign. Not only the overall customer and employee satisfaction have been enhanced, but also the service standard of our industry.

信和廣場於 1992 年落成，由信和物業管理有限公司管理，憑藉多年的物業管理經驗，專業服務隊伍於客戶服務等各方面均秉承「顧客至上」的宗旨，致力提升服務水平及顧客滿意度，憑著這份追求卓越的精神，令顧客對我們的服務更加稱心滿意。

由心出發的服務

為提升僱員服務至卓越水平，信和廣場為僱員提供全方位培訓，其中包括與顧客溝通及緊急應變技巧等，向顧客提供更優質的服務。信和廣場更為客戶作出服務承諾，確保客戶的需求能於最短時間內得到回覆及協助。

信和廣場設有神秘訪客機制及每年最佳服務員選舉，以確保及監測服務水平，表現優異之員工更設有獎金，以鼓勵員工繼續提升服務水平。

自從「由心出發的服務計劃」推出後，信和廣場不論在業績、顧客滿意指數及員工滿意指數都持續上升。此計劃不但提高僱員工作滿足感，同時也提高行業服務標準。

2016 Hong Kong Awards for Industries :
Customer Service Certificate of Merit
香港工商業獎：顧客服務優異證書

UDomain Web Hosting Company Ltd.
通域存網有限公司

UDomain - The Greater China's Most Reputed Domain and Cloud Solution Provider

Founded in 1998, UDomain Web Hosting Company Ltd. (UDomain) is the Greater China's Most Reputed Domain and Cloud Solution Provider* & the HK Government Public Cloud Services Provider. We offer a wide range of internet services including domain-related, cloud solution, server rental/co-location, eCommerce/online Marketing, web design and professional solution services.

UDomain has become a trusted partner of over 20,000 clients from governments, SMEs and individual users all over the world.

We pride ourselves in being the first to provide 24-hour technical support in the market. In addition, UDomain has invested over millions of dollars in setting up UDomain Private Data Centre and occupied 40Gb local bandwidth directly connect to HKIX & 1.5Gb China & International bandwidth.

Apart from being the CloudFlare Certified Partner, UDomain has established BGP (Border Gateway Protocol) Peering with leading broadband & telecommunications service providers in order to offer strong, fast and stable network connection.

Exemplary Levels of Customer Service

Our vision is "We Grow With Your Business". We are committed to nurturing professionals, building exceptional customer experience with excellent services and facilitating industry development.

UDomain won the Mediazone's Most Valuable Service Awards in Hong Kong 2016 - "Greater China's Most Reputed Domain and Cloud Solution Provider".

UDomain - 大中華最具知名域名及雲端方案供應商

通域存網有限公司(UDomain)創立於 1998 年，是大中華最具知名域名及雲端方案供應商*及香港政府公共雲端服務供應商。UDomain 一直致力為企業客戶提供域名服務、雲端方案、伺服器租用／托管、網上商貿、網頁設計及互聯網專業方案等互聯網服務。

UDomain 擁有超過 20,000 個活躍客戶，率先提供 24 小時真人接聽電話技術支援，亦是首間投資過百萬自置專屬數據中心，更擁有 40Gb 本地頻寬直接連接 HKIX 和 1.5Gb 中國及國際頻寬。

此外，UDomain 是 CloudFlare 認證合作夥伴，並與各大寬頻及手機電訊供應商達成網絡互連協議(BGP Peering)和建立 Mobile Exchange 合作，確保固網及手機用戶享受順暢及穩定的互聯網服務。

顧客服務 致勝之道

UDomain 的信念是與客戶的業務一起共同成長(We Grow With Your Business)。我們致力提供貼心及專業的服務，積極培育人才及推動業界發展。

UDomain 獲 Mediazone 評為 2016 香港最有價值服務獎 - 「大中華最具知名域名及雲端方案供應商」。

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

Ms. Rowena Szeto

司徒翠兒女士

Head of Corporate Training Service, St. James' Settlement Corporate Training Centre
聖雅各福群會企業培訓服務總監

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

Mr. Tommy Chan

陳家強先生

Vice Chairman, Hong Kong Federation of Restaurants and related Trades Limited
香港餐飲聯業協會副主席

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. 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

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

最終評審委員會

FINAL JUDGING PANEL

顧客服務、創意、生產力及品質、科技成就、升級轉型組別

CUSTOMER SERVICE, INNOVATION AND CREATIVITY, PRODUCTIVITY AND QUALITY, TECHNOLOGICAL ACHIEVEMENT AND UPGRADING AND TRANSFORMATIONL

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

Dr Lawrence Cheung

張梓昌博士

Director, Technology Development

Hong Kong Productivity Council

香港生產力促進局副總裁（科技發展）

Prof Joseph J Y Sung

沈祖堯教授

Chairman of the Final Judging Panel

最終評審委員會主席

Vice-Chancellor and President

The Chinese University of Hong Kong

香港中文大學校長

Ms Maria Lam

林淑芬女士

Chief Marketing Officer

Hong Kong Science and Technology Parks Corporation

香港科技園公司首席市場總監

Dr Jacky Cheung

張華強博士

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.

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.

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。

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。

Enquiry 查詢

TEL 電話：2866 8311

FAX 傳真：2866 8380

WEBSITE 網址：www.hkrma.org/hkai

Hong Kong Awards for Industries : Enquiry Form

香港工商業獎：查詢表格

To : **HONG KONG RETAIL MANAGEMENT ASSOCIATION**

Organizer of Hong Kong Awards for Industries : Customer Service

Fax 傳真：2866 8380

Tel 電話：2866 8311

Email 電郵：event@hkrma.org

**I would like to have more information about the
2017 Hong Kong Awards for Industries : Customer Service**
我想獲得更多有關 2017 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

白金贊助機構 PLATINUM SPONSORS

中國建設銀行(亞洲) China Construction Bank (Asia)
香港上海滙豐銀行有限公司 The Hongkong and Shanghai Banking Corporation Limited
中國銀行(香港)有限公司 Bank of China (Hong Kong) Limited

金贊助機構 GOLD SPONSORS

香港中華廠商聯合會 The Chinese Manufacturers' Association of Hong Kong
香港科技園公司 Hong Kong Science and Technology Parks Corporation
恒生銀行 Hang Seng Bank
上海商業銀行有限公司 Shanghai Commercial Bank Limited
偉易達集團 VTech Holdings Limited
香港中華煤氣有限公司 The Hong Kong and China Gas Co. Ltd
香港青年工業家協會基金會 Hong Kong Young Industrialists Council Foundation

銀贊助機構 SILVER SPONSORS

金山工業(集團)有限公司 Gold Peak Industries (Holdings) Limited
嘉里控股有限公司 Kerry Holdings Limited
瑞安集團 Shui On Group
群邦實業有限公司 Billabong Enterprises Co. Ltd.
香港萬美有限公司 Mainetti (HK) Ltd.
萬通集團國際有限公司 Milton Holdings International Ltd
成謙集團 Shinhint Group
精英企業控股有限公司 Ace Corporation Holdings Ltd
伯恩光學(香港)有限公司 Biel Crystal (HK) Manufactory Limited

其他贊助機構 OTHER SPONSORS

中華電力有限公司 CLP Power Hong Kong Limited
運年錶業有限公司 Renley Watch Manufacturing Co. Ltd.
香港珠寶玉石廠商會 Hong Kong Jewellery & Jade Manufacturers Association
億和精密工業控股有限公司 EVA Precision Industrial Holdings Limited
康加實業有限公司 Konstar Industries Ltd.
六福集團(國際)有限公司 Luk Fook Holdings (International) Limited
利記集團 Lee Kee Group
科譽(香港)有限公司 POSH Office Systems (HK) Ltd.
領展資產管理有限公司 The Link Asset Management Limited
香港玩具廠商會有限公司 The Toys Manufacturers' Association of Hong Kong Limited
香港玩具協會 Hong Kong Toys Council
香港電燈有限公司 The Hongkong Electric Co., Ltd
百達製衣有限公司 Hong Kong Garment Manufacturing Co Ltd
藝誠(余氏)發展有限公司 Ngai Shing Development Ltd
輝域電機亞洲(香港)有限公司 Fair-Rack Electrical Asia (HK) Ltd
盈趣實業有限公司 Funrich Industrial Co., Ltd.
協成行發展有限公司 Hip Shing Hong (Holdings) Company Limited
環球鐘錶貿易有限公司 Universe Watch Trading Co., Ltd.
正昌環保科技(集團)有限公司 Dunwell Enviro-Tech (Holdings) Limited

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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