

香港工商業獎
2017
HONG KONG
AWARDS FOR
INDUSTRIES



20th 周年紀念
ANNIVERSARY
慶祝香港回歸二十周年
HK SAR 20th Anniversary

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

Hong Kong Awards for Industries: Customer Service Leading Organiser

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 promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Established for 34 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 9,000 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

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。成立三十四年以來，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，致力提升零售的專業地位。協會乃香港主要的零售商會，至今會員公司店舖逾九千間，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



With its solid foundation built over the past two decades, the retail and services industry is now one of the major pillars in the Hong Kong economy. Benefitting from the recovering local economy, many sectors, including the services field, have experienced moderate growth this year. Recognising that excellent customer service is crucial for a sustainable and robust development, the Hong Kong Awards for Industries: Customer Service (HKAI) was introduced to effectively enhance the local customer service standard and strengthen our global competitiveness.

Strongly supported by the Hong Kong SAR Government, HKAI aims to recognise businesses showing remarkable performance in different aspects, and to promote their successful strategies and service philosophies. Hong Kong Retail Management Association (HKRMA) is deeply honoured to be the leading organiser for the "Customer Service" category.

Apart from carrying on the tradition of heartfelt service, we are also pleased to see participating companies have proactively anticipated and analyzed customers' needs. They have also striven to perfect the customer service by introducing innovative service models and experiences. Their efforts deserve to be recognized and appreciated by the industry and the Hong Kong community.

Looking ahead, we hope that all sectors will continue to strive for excellence and foster a culture of quality service, 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 extend my heartfelt congratulations to all winners in the "Customer Service" category.

香港的零售及服務業經歷了二十多年的發展，已建立穩固的根基，是香港重要的經濟支柱之一。今年香港經濟逐步回穩，多個行業，包括服務業，均錄得溫和增長。要維持穩健的發展，優質的顧客服務是重要的一環。香港工商業獎『顧客服務』組別的成立，能有效提升本港整體顧客服務水平和國際競爭力。

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除了秉承以往誠懇的服務態度外，更主動了解及分析顧客的需要，更與時並進，以突破傳統的服務模式，締造創意的新體驗，令顧客服務更上一層樓。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。

A handwritten signature in black ink, appearing to be 'Thomson Cheng'.

Thomson Cheng
鄭偉雄

2017

Hong Kong Awards for Industries Customer Service Category

香港工商業獎：顧客服務組別得獎名單

DBS Bank (Hong Kong) Limited
星展銀行 (香港) 有限公司

星展銀行  DBS

Grand Award Winner

PCCW - HKT Limited - Smart Warranty

**HKT Smart
Warranty**
延長保養服務

Certificate Winner

Supreme Management Services Limited -
The Leighton Hill



Certificate Winner

CHKC Building Management Limited
中港城物業管理有限公司



Award Winner

HK Romance Dating Limited
香港婚活有限公司



Award Winner

Kai Shing Management Services Limited -
HomeSquare
啟勝管理服務有限公司 - HomeSquare



全港最大一站式
家居主題商場

Award Winner

Sino Estates Management Limited -
Exchange Tower
信和物業管理有限公司 - 國際交易中心

EXCHANGE TOWER
國際交易中心



Award Winner

2017

Hong Kong Awards for Industries: Grand Award Winner

香港工商業獎：顧客服務大獎

DBS Bank (Hong Kong) Limited **星展銀行(香港)有限公司**

DBS Bank (Hong Kong) Limited is at the forefront of leveraging digital technology to shape the future of banking. This is reflected in a simple truth at DBS – that you bank to live, not live to bank – and we believe you want to live life to the fullest and you want simple, smart and innovative banking services and products that enable that. In 2016, DBS was named “World’s Best Digital Bank” by Euromoney. The bank has also been recognised as “Asia’s Best Bank” by several renowned publications, including The Banker, Global Finance, IFR Asia and Euromoney, since 2012. DBS’ commitment to customer service excellence is framed in “RED” (Respectful, Easy to deal with, and Dependable), which is the foundation of our corporate culture and the cornerstone of our service principle.

星展銀行 DBS

星展銀行(香港)有限公司帶領業界以數碼科技重塑銀行業未來。我們深信客戶應為生活而理財，而不是為理財而生活，我們的產品服務不斷創新，將服務力求精簡，務求讓客戶擁有充裕的時間及空間，活出精彩人生。星展集團於2016年獲《歐洲貨幣》選為「全球最佳數碼銀行」。自2012年起，星展更同時獲亞洲區內頂尖雜誌評選為「亞洲最佳銀行」。我們致力為客戶提供卓越的銀行服務，並以亞洲服務準則 RED，即「以客為尊、往來便捷、信賴可靠」作為企業文化的基礎及服務宗旨。





DBS' commitment to enabling you to live life to the fullest through simple, smart and innovative banking services and products is realised with a "4D Framework" (Discover, Define, Develop and Deliver). We systematically introduce the "customer-centric" concept throughout the product and service design process, so that we can create a seamless customer experience. With a focus on "Agile Methodology" and "Journey Design Thinking", we effectively respond to changes in customer needs and improve our time to market. DBS continues to embrace the digital transformation agenda and, by leveraging technologies, such as big data, biometrics and artificial intelligence, we seek to reimagine banking and make banking simple for customers.

為了讓顧客「Live More」，我們透過「4D Framework」，有系統地將「以客為本」概念貫穿整個客戶服務設計的流程，成功以「客戶導向」為顧客帶來快捷和順暢的銀行體驗。此外，通過「Agile Methodology」及「Journey Design Thinking」雙管齊下，我們能夠更有效地滿足市場內不同客戶的需要，讓產品更快推出市場。在未來，星展銀行將繼續善用數碼技術，利用大數據、生物識別、人工智能等技術，為顧客帶來更快捷方便的銀行體驗。

2017

Hong Kong Awards for Industries: Award Winner
香港工商業獎：顧客服務獎

CHKC Building Management Limited
中港城物業管理有限公司



China Hong Kong City

Developed by Sino Group in 1988, China Hong Kong City is one of the largest golden glass-cladded complexes in the world and among Hong Kong's most prominent commercial developments. It comprises Grade A office towers commanding harbour views, shopping mall and the China Ferry Terminal, providing a convenient and comfortable environment for shoppers, tenants and visitors. It also houses The Royal Pacific Hotel & Towers that is preferred by discerning travellers.

中港城

信和集團旗下中港城於 1988 年建成，為全球最大金色幕牆綜合建築物之一，亦是香港著名商業發展項目，集甲級海景寫字樓、商場及中國客運碼頭於一身。中港城地理位置優越，為顧客、租戶及各國遊客提供方便舒適的購物環境，項目內的皇家太平洋酒店亦深受旅客愛戴。

We hold the belief that 'Happy Staff Makes Happy Customer'. Happy and engaged staff always delivers excellent service to customers and is motivated to continuously improve, in particular when satisfied customers show appreciation. We strive to cultivate a happy working environment through various reward schemes and a wide range of leisure activities, which in turn increases the sense of belonging and loyalty, and most importantly, work-life balance for staff. We value every suggestion from our staff as they can always help us understand our customers' actual needs.

Visitors from locally and all over the world have sent their compliments to us to show their appreciation. All these further motivate and encourage our staff to excel. We are pleased that our efforts are recognised by the 'Hong Kong Awards for Industries: Customer Service Award'.

我們深信「快樂員工能帶來快樂顧客」。快樂而投入的員工能由心出發為顧客提供卓越服務，特別當獲得顧客讚賞時，更能鼓勵我們持續進步。我們致力為員工營造開心工作間，推出多元化獎勵計劃及工餘活動，使員工的工作與生活取得平衡，從而增加員工的歸屬感和忠誠度。我們十分重視每位員工的建議，因為前線員工往往更能了解顧客的真正需要。

我們收到許多本地及各國訪客的感謝卡，讚賞員工的卓越服務，進一步推動我們不斷求進。今次榮幸能獲得「香港工商業獎：顧客服務獎」，再次肯定我們的努力及卓越的顧客服務。



2017

Hong Kong Awards for Industries: Award Winner

香港工商業獎：顧客服務獎

HK Romance Dating Limited 香港婚活有限公司



Fate of love starts with a romantic dating. HK Romance Dating (HKRD) navigates the love road for over 10,000 members via professional one-on-one dating and speed dating events, leading the members to find their life partners. With the high quality of services, HKRD was awarded a few prizes and even attracted both Hong Kong and international media to interview her. HKRD is the leading match and dating company in Hong Kong.

緣份由浪漫約會開始，香港婚活有限公司透過專業、貼心的單對單約會及 Speed Dating 活動，為過萬會員在愛情路上導航，引領他們找到人生伴侶。香港婚活的優質服務屢獲殊榮，吸引本港及國際數十家傳媒專訪，是本港領先的交友配對機構。



During the matching process of one-on-one dating, each customer enjoys a free consultation service. The matching consultants who have counseling training before will find out the customer's personalities, background and the requirements of his/ her ideal partner through psychological tests and interviews. Based on the requirements, the matching consultant will then introduce the suitable ones to the customer. To enhance the reliability of the dating, HKRD reviews the ID card, Employment reference, tax bill and other personal information of each member.

All speed dating events are held by professional hosts. HKRD offers a wide range of events including dining events, baking classes, handicraft classes, golf classes and even a large scale running competition "Thousand people run together". Having great contents of the events, we get a lot of support from our customers and the events are always full.

To enhance the successful matching rate, HKRD holds psychology class, dating skill class and image class every week. So, our members can fully upgrade themselves and also seize their true love.

在單對單約會的配對過程中，客人享有一次免費諮詢的機會，接受過心理輔導訓練的配對顧問會透過心理測驗及詳細面談，了解客人的性格、背景及擇偶要求，並介紹與其要求互相匹配的對象。而為了提高約會的可靠性，HKRD 會審查會員的身份證、工作證明、稅單等個人資料，缺一不可。

Speed Dating 活動方面，我們由專業司儀主持，活動類型多元化，除了提供一般晚宴之外，還有烘焙班、手工藝班、高爾夫球班及千人跑步賽等等，由於活動設計用心，我們得到大量客人的支持，場場活動爆滿。

為提高配對成功率，我們每星期都舉辦心理班、約會技巧班及形象提升班，讓會員內外提升，真正掌握幸福。



Dating is not just limited to dining events. Doing gym together enhances interaction with each other.

約會不一定局限於飲食，一齊做 GYM 更能增加互動。



The vitality and energy of HKRD deeply influence each participant and over 90% of the members satisfy the quality of our events.

HKRD 的活力深深感染每位參加者，超過九成會員表示十分滿意我們的活動。



HKRD held the first dating themed running event in Asia in the Valentine's Day. The event attracted 1,000 people to join. The photo showed a pair of sweet participants from the couple team.

2017 年開始，香港婚活每年情人節都舉辦大型千人跑，是亞洲首個以 speed dating 為主題的跑步活動，相片中是其中一對甜蜜的參加者。

2017

Hong Kong Awards for Industries: Award Winner
香港工商業獎：顧客服務獎

Kai Sing Management Services Limited – HomeSquare 啟勝管理服務有限公司 - HomeSquare



HomeSquare is the largest, most fashionable and most complete one-stop shopping mall for home furnishing in Hong Kong. To make our customers feel like home, we provide the “Home Ambassadors” service which is an unique one-stop innovative home service in Hong Kong. Our “Home Ambassadors” are well acquainted with knowledge of all the shop brands, product categories and features. We analyze customers’ purchase needs, give professional recommendation on home products, accompany with customers to experience products in shops according to the planned shopping routes, provide goods packing services and arrange professional logistic services. Furthermore, Customers can use the handy functions of “iRuler” and “Wish List” with HomeSquare Mobile App for experiencing the convenient and speedy Home Planner Service.

HomeSquare 為全港最大型、最時尚、最齊全的一站式家居主題商場。我們致力為顧客營造家的感覺，特別設立「家居服務大使」，提供全港獨有的一站式創意家居服務。「家居服務大使」熟悉所有商舖品牌、產品種類及特色，協助顧客分析選購所需、推介專業家品、規劃購物路線，陪同顧客體驗家品，並且提供包裝及安排專業運送服務。此外，顧客可利用 HomeSquare 手機應用程式中的「iRuler」、「心儀購物清單」等功能，體驗方便快捷的家居統籌服務。





HomeSquare is located in the heart of Sha Tin and covering more than 350,000 square feet. It features an exceptional selection of world-class home furnishing brands and provides customers with interior design services, furnishings, household items, kitchen wares, bathroom supplies, lighting and light fixtures, bedding and children's home goods. We also provide over 40 "caring value-added services" to cater the needs of customers with different ages. With deep understanding of our customers' needs, we tailor-made and created one-of-a-kind services flow so as to continuously enhance the standard of customer services and let our every customer to experience the home-like and warm services in HomeSquare.

HomeSquare 位於沙田市中心，總面積超過 35 萬平方呎，搜羅各國世界級著名家具品牌，讓 HomeSquare 成為室內設計、傢俬、家品、廚具、浴室用品、燈飾、寢室用品、兒童家品的購物熱點。同時，我們為不同年齡階層的顧客提供超過 40 項「貼心增值服務」。我們深知顧客的需要，度身訂制獨一無二服務流程，不斷提升顧客服務水平，務求讓每位顧客於 HomeSquare 享受到像家一般的溫馨服務。




2017

Hong Kong Awards for Industries: Award Winner
香港工商業獎：顧客服務獎



Sino Estates Management Limited - Exchange Tower 信和物業管理有限公司 - 國際交易中心

EXCHANGE TOWER
國際交易中心

 Sino Group

Exchange Tower is a Grand A office building of Sino Group located in Kowloon Bay and managed by Sino Property Services. Upholding the core values of 'Customer First', 'Quality Excellence' and 'Continuous Improvement' of the Group, Exchange Tower is committed to providing quality one-stop property and facility management services for customers by thoroughly understanding their needs and consistently surpassing their expectations. The management team of Exchange Tower continuously introduces environmental management initiatives and strives to deliver a green working environment for customers.

信和集團旗下甲級商廈國際交易中心位於九龍灣，並由信和管業優勢管理。秉承集團「顧客至上」、「卓越品質」及「不斷求進」的核心價值，國際交易中心致力為顧客提供一站式專業優質物業及設施管理服務，同時履行「瞭解顧客的需要，時刻超越顧客的期望」的使命。國際交易中心管理團隊持續引入環保管理新概念，為客戶締建綠色工作環境。



Exchange Tower is dedicated to providing customer-oriented services to better cater to our customers' needs. Various innovative customer-first services have been introduced not only to enhance the property facilities, but also ensure the service quality. The management team of Exchange Tower strives to serve as a platform linking up the property itself, our tenants and the community together. We continuously create values to the assets of our customers and are delighted that our efforts have been recognised by the public as well as from the level of customer satisfaction.

Exchange Tower shall continue to promote an excellent and professional customer experience with all-rounded facility management services.

國際交易中心貫徹著「以人為本」之精神，以客戶的需要為出發點，引入多項「以客為先」的創新服務，不僅提升物業配套，更提高服務質素至卓越水平。管理團隊更致力成為能夠連繫租戶、社區以及服務社群的平台。我們不斷為客戶物業增值，業界的認同及顧客滿意度，是對我們專業服務的肯定。

展望未來，國際交易中心會繼續為顧客提供全面貼心的設施管理服務，締造更卓越優質的顧客體驗。



2017

Hong Kong Awards for Industries: Certificate Winner

香港工商業獎：顧客服務優異證書



PCCW - HKT Limited - Smart Warranty



Comprehensive After Sales Service

The service motto "Here To Serve" has been guiding HKT through providing diversified products and services at the best we can do, so as to deliver one-stop and professional customer experience. In 2015, we have launched the "HKT Smart Warranty Service" – a seamless product warranty service that covers most gadgets and consumer electronics. Customers can thus enjoy a warranty extension with coverage identical to what original manufacturer provides. Well served by the professional team consists of industry veterans, customers can therefore enjoy a hassle-free warranty service without complicated procedures.

Fulfilling Our Mission with Heartfelt Services and Determination to Go Green

As the telecom market leader, HKT upholds the belief that outstanding customer service should not be limited to the service offerings itself, it should go further by allowing customers to envisage the vision behind our services, whereas HKT's corporate social responsibility is stemming from enriching customer experience through its unparalleled service level. HKT Smart Warranty aims to extend the life cycle of electronic products so as to minimize the production of electronic wastes as well as to educate customers the concept of reducing waste at source. Collection stations for unwanted electronic devices are also set up at our 10 HKT service centres, encouraging customers to make a leap towards environmental protection. HKT is aspired to contribute to the betterment of the society and environment together with our customers.

全方位產品加顧服務

香港電訊一向以「摯誠為你」為服務宗旨，致力為客人提供多元化的產品及服務，使客戶能享有一站式、專業的優質客戶體驗。在 2015 年，為配合智能產品之銷售，更推出了「HKT 延長保養服務」- 一項嶄新的全方位產品維修保養服務，除了依照原廠之保修範圍外，更額外提供貼心的上門收送服務，由專業的客戶服務團隊全程跟進，使客戶足不出戶便能享有一站式的產品加顧服務。

從心·從減 以服務實踐使命

香港電訊作為行業領導者，深信除了履行本身服務承諾外，更需要讓客人明白服務背後的理念。香港電訊透過服務實踐企業社會責任，希望透過「HKT 延長保養服務」向客人推廣源頭減廢的概念，延長電子產品的壽命以減少電子廢物的產生，並展開回收再造計劃，於香港電訊旗下的客戶服務中心設立起電子產品回收站，鼓勵客人把舊或不再需要的電子產品帶到回收站集中處理，務求以服務與客人攜手為社會、為環境出一分力，豐富整個客戶服務體驗。

2017

Hong Kong Awards for Industries: Certificate Winner 香港工商業獎：顧客服務優異證書

Supreme Management Services Limited - The Leighton Hill



Create an Ideal Living Place with Extraordinary Experience

The Leighton Hill is a 15-year old residential property comprising 544 units in 8 blocks and a plush clubhouse with sports and high-quality food & beverage services. Despite the property's age, Management Services Office of The Leighton Hill has always made it the primary target to keep the estate at the forefront of luxurious residential properties in Hong Kong. Safety, security, pampered comfort and convenience for residents are our goals.

Two basic concepts for the extensive concierge services provided in The Leighton Hill are: "Never Say No; Provide Alternatives" and "Nothing is Impossible". A full range of six-star hotel-grade, round-the-clock concierge services (over 122 service items) are provided for residents. We think at residents' shoes and offer a large variety of extraordinary services, exceeding their expectation.

Moreover, there is a new item list, which is reviewed regularly and new items are added from time to time. A record of the services demanded based on residents' preference is kept, so as to deploy sufficient manpower accordingly and plan the customized services more effectively.

理想居住環境，超卓客戶服務

禮頓山落成 15 年，提供高質素物業管理、會所管理及餐飲服務予 544 個單位之住戶及賓客。服務處致力於行內保持其服務質素，並提供一個理想、安全及舒適的居住環境為首要目標。

服務處秉承兩個禮賓服務宗旨 - “永不說不，提供其他方法”及“凡事沒有不可能”，提供超過 122 項六星級酒店式、全天候貼心禮賓服務。我們樂於想多一步，為住戶所想，構思不同凡響的服務，超出他們的期望。

此外，我們定期檢討及更新服務項目，並記錄住戶喜好，以更有效地安排人手及推出更貼心的服務。



1

Members of Phase I Judging Panel

第一階段評審委員會

Mr. Howard Ling 凌浩雲先生	Chief Consultant, HKCSS – HSBC Social Enterprise Business Centre 社聯 — 滙豐社會企業商務中心顧問
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
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

2

Members of Phase II Judging Panel

第二階段評審委員會

(From left 由左起)

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
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. Angel Young 楊慧旋女士	Managing Director, HK & Macau, Nielsen Hong Kong 尼爾森 (香港) 董事總經理, 香港及澳門
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. 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 非評審委員成員)



3

2017 Hong Kong Awards for Industries (Customer Service, Innovation and Creativity, Productivity and Quality, Technological Achievement and Upgrading and Transformation) Final Judging Panel

二〇一七香港工商業獎 (顧客服務、創意、生產力及品質、科技成就、升級轉型組別) 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. 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

Former Executive Director, Hong Kong Productivity Council
香港生產力促進局前任總裁

Prof. Joseph J Y Sung
沈祖堯教授

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

Mr. George Tee
戴紹龍先生

Chief Technology Officer, Hong Kong Science and Technology Parks Corporation
香港科技園公司首席科技總監

Mr. Cheung Kit
張傑先生

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

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
2018 Hong Kong Awards for Industries: Customer Service
我想獲得更多有關 2018 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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