

顧客服務 *Customer Service*

參加表格 **Entry Form**

截止日期 **Deadline : 5 - 6 - 2026****參賽第一步 Step 1**

建議參賽機構將填妥的參加表格及商業登記副本，於截止日期前，預先電郵至香港零售管理協會。

It is suggested to email the Entry Form and Business Registration Copy to the Association at an earlier date before the deadline.

電郵 Email: event@hkrma.org

第二步 Step 2

「顧客服務計劃書」(可以主辦機構提供的範本呈交) 必須於截止日或以前，以電郵呈交至香港零售管理協會。

Written Customer Service Proposal should be reached the Association on or before the deadline by email.

電郵 Email: column.chu@hkrma.org; janet.mak@hkrma.org

必須填妥以下各部份 Must complete ALL parts:**第 1 部份 / SECTION 1**

參賽公司名稱: _____

Company Name: _____

參賽品牌/部門: _____

Brand Name / Division: _____

(如以品牌或部門參賽，必需填寫。 Must complete if it is participated by brand or individual division.)

公司主要行政人員或代表之名稱: _____

(代表人員職位: _____)

Name of Chief Executive or representative of company: _____

(Position of representative: _____)

地址: _____

Address: _____

電話 Tel: _____ 電郵 Email: _____

商業登記號碼 Business Registration No: _____

聯絡人姓名: _____ 職位: _____

Contact Person: _____ Title: _____

電郵 Email: _____ 電話 Tel: _____

第 2 部份 / SECTION 2

1. 參賽機構店舖或顧客服務中心數目 Number of Outlets / Service centres of Participating Company*:

*請以試算表格式(Excel)，電郵一份有關貴公司**最新的**店舖或顧客服務中心的名單，列明其所屬地址、電話及辦公/服務時間。

*Please attach by email of an **up-to-date** list in excel file of your outlets / service centres, including address, telephone numbers and trading / servicing hours.

2. 參賽公司/部門的僱員人數 Number of Employees of participating company / division: _____

3. 服務性質 [如零售、餐飲、銀行] Nature of Service (e.g. Retail, Catering, Banking): _____

4. 產品/服務類別 [如時裝、珠寶] Type of Products / Services (e.g. Fashion, Jewellery): _____

5. 本公司曾參與過往三屆的香港工商業獎。

Our company has entered the past three Hong Kong Awards for Industries (HKAI).

有 Yes 沒有 No

如有，請列出以下資料。 If yes, please list out the below information.

參賽年份 Year	參賽組別 Category	獎項 Award attained (如有 if any)

參賽機構須知 Note to Entrants:

保障個人資料：作為資料使用者，參賽機構應遵守《個人資料(私隱)條例》(第486章)的規定，保障有關個人資料的私隱。

Protection of Personal Data: Entrants, as data users, are reminded to comply with the provisions under the Personal Data (Privacy) Ordinance (Cap.486) and to protect the privacy of the personal data concerned.

聲明 Declaration:

本人 / 本公司同意遵守所有有關這個獎項的規則，及所有由主辦機構和評審團對「2025-26香港工商業獎: 顧客服務」一切有關事宜之最終決定。

I hereby agree to abide by all the rules and regulations of the Award and agree that all decisions made by the Organizer and by the panel of judges are final and binding in all respects and matters relating to the 2025-26 Hong Kong Awards for Industries: Customer Service.

簽署 Signature: _____ 職位 Title: _____

簽署人姓名 Signed by: _____ 日期 Date: _____

查詢 Enquiry: (852) 2866 8311

本公司透過以下途徑得知是次比賽：(可選擇多於一項)

Our company has come to know this competition through the following channel(s): (You may choose more than one item)

主辦機構的電郵 Email from the HKRMA

Facebook

HKRMA網站 Website

政府網站 Government Website

主辦機構的小冊子 HKRMA Brochure

電台 Radio

宣傳海報 Poster

政府宣傳單張 Leaflet

其他公司轉介 Referral : _____ (請註明 please specify) 其他 Others : _____ (請註明 please specify)

2025-26 香港工商業獎：顧客服務「顧客服務計劃書」

2025-26 Hong Kong Awards for Industries: Customer Service "Customer Service Proposal"

顧客服務計劃可包括公司現有的恆常措施及服務，或針對提升顧客服務而新推行的一套計劃。
內容應該以如何做好顧客服務為重點。

Customer Service Proposal could include company's on-going programme, or new activity / programme that aims at enhancing the level of customer service.

請於截止日期之前，將「顧客服務計劃書」(可採用此範本呈交) 連同附件，以電郵方式提交至協會：

The "Customer Service Proposal" (you may use this Template for submission) and the attachments should be reached the Association on or before the deadline via email:

電郵 Email : column.chu@hkrma.org; janet.mak@hkrma.org

截止日期 Deadline: 2026年6月5日 (5 June 2026)

查詢Enquiry: 電話 Tel: 2866-8311 / 網頁 Website: hkai.hkrma.org

I. 參賽機構資料 Participating Company Information

參賽公司 Company Name

(中文 Chi): _____

(英文 Eng): _____

參賽品牌/部門 Brand Name / Division

(中文 Chi): _____

(英文 Eng): _____

服務性質[如零售、餐飲、銀行] Nature of Service (e.g. Retail, Catering, Banking):

產品/服務類別[如時裝/商場管理] Type of Products / Services (e.g. Fashion, Jewellery):

請簡介公司的主要業務性質和顧客群：(請不多於80字說明)

Please briefly describe the nature of business and customer group of your company: (Should no more than 80 words)

請提供顧客服務計劃之名稱

Please provide the name of your Customer Service Programme:

(中文 Chi): _____

(英文 Eng): _____

II. 顧客服務計劃 Customer Service Programme

1. 目標及理念 Objective of the Service Programme / Service Philosophy of Company (10%)

機構對優質顧客服務的宗旨、目標或理念：(請不多於100字說明)

What are the missions and objectives of your company towards customer service excellence? (Should not more than 100 words)

2. 服務措施/計劃策略及執行 Overall Strategy of the Programme and Implementation (20%)

(1) 機構現有的恆常顧客服務措施/新計劃是基於甚麼理念而建立?

What is the rationale behind for the company to establish the routine service programme or new service programme?

例如 For example:

- 秉承機構的目標使命和宗旨
To achieve company's missions, objectives and visions
- 分析及期望達至市場目標定位
Expect to pursue company's market position and segments
- 回應透過市場調查而得知的顧客期望
Collected customers' views and to respond to their expectation
- 其他:
Others, please elaborate: _____

(2) 機構的顧客服務措施或計劃，有否包括以下目標？(如有需要，請以30字簡述內容。)

Does the company's customer service measures or plans include the following objectives?
(Please elaborate with no more than 30 words if necessary.)

- 加強機構/員工與顧客的溝通和關係：
To strengthen the communication and relationship between the company / staff and customers:

- 加強員工的知識和技能：
To enhance the knowledge and skills of staff:

激勵員工為顧客提供更佳服務：

Provide incentive to encourage staff to deliver excellent customer service:

為顧客提供增值服務以超越顧客的期望：

Provide value-added service to surpass customer's expectation:

增加設施/硬件配套/ 科技，為顧客帶來更便利及舒適的服務：

To improve the facilities / equipment / technology provided to offer better service to customers:

重整服務流程，為顧客帶來更佳服務：

To re-structure the service process to provide better service to customers:

鞏固員工或顧客對機構的愛戴和忠誠度：

Buttress loyalty of staff or customers towards company:

其他內容/措施：

Others:

(2) 你認為貴公司的服務計劃，在策劃、執行、整個服務流程及評估當中，最具特色或創意的地方是甚麼？
Throughout the processes from planning, formulation, implementation to measurement, what would be the most distinctive and creative item(s) of your customer service programme / activities?

(Please briefly elaborate with no more than 200 words.)

4. 評估機制及成效 Assessment Mechanism and Results / Effectiveness (10%)

(1) 貴公司有否用以下的方法評估機構推行的服務措施/計劃？
Has your company adopted the following assessment mechanism to measure the effectiveness of the initiatives/ activities mentioned in the Proposal?

- 以神秘顧客作為評估工具
Internal mystery shopper assessment
- 顧客的意見回饋
Collect views from customers by feedback forms
- 透過員工向顧客收集的意見
Views collected from staff
- 透過外部機構進行調查/評估，名稱：
Assessment by external party, name of the association: _____
- 其他評估方法，請說明：
Others, please specify: _____

(2) 請提供評估成效：(請以不多於200字精簡說明，可用文字或圖表方式表達)
What are the results obtained from the assessment of the programme?

(Please briefly elaborate with no more than 200 words. You may use point form or graphs to elaborate)

(3) 可列出公司最近2年獲取與服務相關的獎項或認證。
Any award or recognition related to services received in the recent 2 years?

5. 計劃的成本效益及可持續性 Cost Effectiveness & Sustainability (10%)

(1) 請說明如何持續推動公司的服務項目/計劃，保持優質的顧客服務水平。

Any actions to sustain or review the company's service programmes / plans so as to maintain high-quality customer service levels.

(Please briefly elaborate with no more than 300 words.)

(2) 貴公司就服務項目/計劃所投放的資源和員工成本，相對成效是否滿意？請以不多於300字精簡說明。

Is your company satisfied with the relative effectiveness of the resources and manpower costs devoted to the service programmes / plans?

(Please briefly elaborate with no more than 300 words.)

備註 Note:

參賽公司可另外以附件提供附加資料，但要符合以下格式：

You may provide supplementary information by Appendix, but should conform to the format below:

- 不多於10頁A4紙
No more than 10 pages in A4 size
- 可以中文或英文書寫
Written in Chinese or English
- 內容可包括相片、表格、圖表或調查數據等
Supplementary information such as illustrative photos, diagrams, tables, figures can be included