

香港工商業獎

2008

HONG KONG  
AWARDS FOR  
INDUSTRIES

# *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

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Winners of 2008 Hong Kong Awards for Industries:  
**Customer Service Category**

2008香港工商業獎：**顧客服務組別得獎名單**

# 2008

Hong Kong Awards for Industries:  
**Customer Service Grand Award**

香港工商業獎：**顧客服務大獎**



Sino Estate Management Ltd - Pacific Palisades  
信和物業管理有限公司 - 寶馬山花園

# 2008

Hong Kong Awards for Industries:  
**Customer Service Award**

香港工商業獎：**顧客服務獎**



InterContinental Hong Kong  
香港洲際酒店

# 2008

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

Jones Lang LaSalle Management Services Ltd  
- Premium Residential Management Group  
仲量聯行物業管理有限公司 - 優質住宅物業管理組



Shiseido Dah Chong Hong Cosmetics Ltd  
資生堂大昌行化粧品有限公司

## STACCATO

Staccato Footwear Company Ltd  
思加圖鞋業有限公司



Urban Group  
富城集團



## Message from the Chairman of Hong Kong Retail Management Association

### 香港零售管理協會主席獻詞

The Hong Kong Retail Management Association is proud to be the leading organizer for the Customer Service category of the Hong Kong Awards for Industries. The award category in customer service aims to promote service excellence and to improve Hong Kong's overall standard of customer service by giving public recognition to outstanding companies.

Over the years, we are very pleased to see the customer service standards of Hong Kong have been improving substantially. In 2008, we have received good participation from companies of major business sectors including banking, catering, hotel, professional service in medical & design, property management and retailing such as cosmetics, fashion and accessories, toys, watch and jewellery.

The Association is delighted to see the winning companies have established shining role models to their peers within the industry. They have devoted a strong commitment in engaging staff in every process of the service delivery so as to exceed customers' expectations. The winners have exhibited their wholehearted service and proactive attitude in meeting the customers' unique and special needs. Their achievements should be applauded by the industry and public.

Service industry is an important pillar of Hong Kong's local economy and the industry's contribution is particularly essential for Hong Kong to maintain its competitiveness. Given that Hong Kong is a small city in comparison with its Asian counterparts, we take special pride of our service providers for their good reputation in quality service. To uphold this competitive edge, we hope the service providers continue their unswerving commitment and effort to extend service beyond customers' expectations.

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

香港零售管理協會很榮幸能夠繼續成為2008年香港工商業獎『顧客服務』組別的主辦機構。香港工商業獎『顧客服務』組別獎項設立的目的表揚服務表現卓越的機構，藉此推廣優質服務的重要性，使本港整體的顧客服務水平得以提升。

過去數年本港的顧客服務質素有顯著的提升，成績令人鼓舞。2008年度，『顧客服務』組別獲來自不同行業的公司參加角逐，包括銀行、飲食、酒店、物業管理、醫療、設計，以及化粧品、時裝飾物、玩具、鐘錶和珠寶零售店。

本會十分高興看到獲獎的公司能在業界中建立良好的典範，它們對提升服務水平有著強大的承擔，其員工在每一個環節都能夠以誠懇和主動的服務態度切合顧客個別的需要，從而贏得了顧客的信任及擁戴；這些努力成果實在值得業界及社會的認同和鼓勵。

服務業是香港經濟的重要支柱，同時，優質服務對維持香港的競爭力極為重要。香港雖然是一個彈丸之地，但與周邊的地區相比，其卓越的服務質素備受讚賞，使港人引以為傲。專業及優質的顧客服務是維持這個競爭優勢的關鍵元素，協會期望各行各業繼續竭誠推動優質的服務文化，致力提升其服務水平以滿足顧客的需要，甚至超越他們的期望。

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。

Caroline Mak  
麥瑞琮

# 2008 Hong Kong Awards for Industries: Customer Service Grand Award

## 2008 香港工商業獎：顧客服務大獎

### Sino Estate Management Ltd - Pacific Palisades

### 信和物業管理有限公司 - 寶馬山花園

#### Message from Mr Sunny Yeung, the Executive Director of Sino Group

It is a great honour to be awarded the prestigious Customer Service Grand Award in the "2008 Hong Kong Awards for Industries" from the Hong Kong Retail Management Association. We attribute our ability for winning our customers' support to the rigorous implementation of our Company's core values, which comprise staff integrity, customer first, teamwork, continuous improvement, preparedness and sense of urgency.

It is the first time in the history of this Grand Award that a residential property has been granted. Pacific Palisades, developed by Sino Group, is the first-ever residential property to win this highest recognition for customer service excellence. While it is certainly our pride to reach this new milestone in the industry, we shall continuously improve to consistently win our customers' hearts in the years ahead.

#### About Sino Group

Founded in the 1970s, Sino Group is one of the leading property developers in Hong Kong. Currently, the Group has over 9,000 highly committed professionals and frontline staff members dedicated to "Building You a Better Hong Kong". Sino Property Services is Sino Group's property management services division.

#### Sino Property Services – exceeding customers' expectations

With a passion for superior service and a deep commitment to consistently exceeding customer expectations, Sino Property Services (SPS) has earned a reputation as a leader in providing comprehensive property management services in Hong Kong. We proudly deliver management services to meet the daily needs of our customers in the areas of estate management, security, parking, cleaning, building maintenance, landscaping, premium lifestyle services, and realty services. Our ability to tailor and integrate these services for our customers has distinguished us in the industry. We have also gained respect for our high quality standards and single-minded focus on caring for our valued customers.

#### 信和集團執行董事陽光先生感謝辭

我們十分榮幸獲香港零售管理協會頒發「二零零八香港工商業獎：顧客服務大獎」。集團致力實踐六大核心價值——員工誠信可靠、不斷求進、顧客至上、團隊精神、充份準備及急迫意識，以提供專業優質的服務，贏取顧客的信任及支持。



信和集團旗下寶馬山花園是首個獲得「顧客服務大獎」的住宅物業，充分肯定了我們卓越的顧客服務和上下一心的專業精神，亦在業界奠定新里程碑。我們將會不斷努力求進，時刻超越顧客的期望。

#### 信和集團

信和集團是香港主要地產發展商之一，於70年代創立，現時僱用超過九千名員工，全力實踐「為您建設更美好的香港」的目標。集團透過附屬公司信和管業優勢為顧客提供一站式的優質物業服務。

#### 信和管業優勢時刻超越顧客期望

信和管業優勢提供全面卓越的物業服務，從物業管理、保安、停車場管理、清潔、大廈維修、園林管理、品味生活服務到物業代理皆照顧周全，更細心為顧客度身訂做管理方案，務求時刻超越顧客的期望。





## Sino Estates Management Limited – Pacific Palisades

### A prestigious address

Pacific Palisades is a luxurious Sino Group residential development launched in 1991. Situated in a prime location in North Point Mid-Levels and set in a fresh green environment, the development offers 809 residential units, most of which enjoy panoramic views of Victoria Harbour.

### A unique multi-cultural residence

Pacific Palisades residents are 53% Chinese, 24% Japanese and the remaining 23% include British, Americans, Germans, French, Russians, Indians and others, forming a unique multicultural community. All residents, regardless of their origins, appreciate Pacific Palisades service staff's enthusiasm, effective communication skills and ability to follow through a request. In this way we win their hearts.

### Consistent service quality

Organising engaging activities for our residents creates an absolute win-win situation that builds trust and shows how we care. Apart from the traditional festive celebrations, we have presented a series of events including the Japanese Sakura Festival, the German Beer Festival, the Chinese Dragon Boat Race, the North European Halloween Haunted House, the worldwide professionals' annual ACCA Rickshaw Charity Fun Day and local Environmental Hiking. All these help our residents to enjoy their life at Pacific Palisades.

"Customer First" is our everyday mission and we pay undivided attention to our customers' desires and closely follow through their needs to exceed their expectations. The joy and laughter seen at these occasions testifies to the satisfaction of our residents and most importantly, demonstrate our care and build their trust.

## 信和物業管理有限公司 - 寶馬山花園

### 大廈資料

寶馬山花園於1991年落成，是信和集團旗下的豪華住宅物業之一。寶馬山花園座落於北角半山優越地段，依山面海而建，共有809個單位，可飽覽迷人的環迴維港景致。

### 獨特的多元文化

根據統計，寶馬山花園的中國籍住戶佔屋苑總人口約53%、日籍住戶約佔24%，其餘23%為外籍人士，計有英、美、德、法、俄羅斯、印度等，令寶馬山花園成為一個多元文化的社區。因此，寶馬山花園十分著重與住戶建立良好的及有效的溝通，以贏取每位住戶的信任。

### 殷勤細心的服務質素

我們積極舉辦不同的屋苑活動，豐富住戶的生活和促進住戶間的睦鄰關係。除節日慶祝活動外，一連串創新的活動如「日本櫻花祭」、「中國端午節龍舟競渡」、「北歐萬聖節鬼屋獵奇」、「專業會計師公會慈善人力車大賽」及「環保登高行山樂」等，均深受住戶歡迎。我們希望透過多元化的活動，迎合不同國籍住戶的喜好之餘，亦讓住客感受到屋苑的文化融和。

「顧客至上」是我們日常工作的使命。只要平日多加留意住戶的生活習慣，了解他們所需，要超越顧客的期望，其實並不是一件困難的事情。我們相信，住戶每一個微笑或於活動中的歡笑聲都是向我們表示滿意的明證，有助建立互信和關懷，實屬難能可貴。



# 2008 Hong Kong Awards for Industries: Customer Service Award

## 2008 香港工商業獎：顧客服務獎

### InterContinental Hong Kong 香港洲際酒店

#### Creating one of the world's "Great Hotels Guests Love"

InterContinental Hong Kong, prized for its spectacular views of Victoria Harbour, is consistently recognized as one of the world's top hotels. As the flagship property of the world's largest international hotel company, InterContinental Hotels Group (IHG), the hotel has recently completed a US\$70 million transformation - introducing prominent facilities including a 7,000 square foot duplex Presidential Suite and world-renowned restaurants and enhancing its 495 contemporary guest rooms with state-of-the-art technology.



IHG's vision is to become one of the world's best companies by creating "Great Hotels Guests Love". With the belief that happy employees lead to happy customers, the hotel has implemented a series of staff incentive programmes to instill commitment, engagement and work passion amongst its 800 employees.

The core programme is the five "Winning Ways" in which every employee is encouraged to "Do the Right Thing", "Show We Care", "Aim Higher", "Celebrate Difference" and "Work Better Together". With a focus on creating a work-life balance and developing its employees, the hotel also has programmes entitled "Room to be Yourself" and "Room to Grow". The "Winning Ways" have become the daily mottos of InterContinental Hong Kong's employees as they strive to deliver impeccable service and sincere care to their guests.

The hotel's systematic Employee Survey and Guest Satisfaction Tracking System provide the management team with detailed reports showing continuous improvement, with encouraging remarks from both staff and customers. To uphold the stringent standards exemplified by the world's greatest hotels, InterContinental Hong Kong also has an ongoing Mystery Shopper programme, along with other impartial outside audits to provide valuable feedback on both guest services and facilities.

Through the implementation of all these internal and external programmes to inspire employees and monitor and improve guest satisfaction, the hotel has achieved its objective of consistently delivering an excellent guest experience. By creating a happy workforce, InterContinental Hong Kong has strengthened its international position as one of the "Great Hotels Guests Love".

#### 「出色的酒店，客人的最愛」

全球最大國際酒店品牌洲際酒店集團的旗艦物業香港洲際酒店，座擁壯觀維港景致，被譽世界頂級酒店之一。酒店近年逾7千萬美元的蛻變，創造了7千平方呎的總統套房、引進國際知名食府，並為495間時尚客房配備尖端的科技。

集團銳意創造「出色的酒店，客人的最愛」。我們深信員工開心，客人才會開心，所以推出了一系列的項目，盼望提高800位員工的投入感及工作熱誠。

核心項目「致勝之道」，鼓勵同事「做對的事」、「體貼關懷」、「追求卓越」、「求同存異」及「群策群力」。酒店亦為員工的作息平衡及個人發展設立了「盡顯自我」及「成長的空間」項目。「致勝之道」是每位員工的座右銘，驅使他們力臻完美，竭誠待客。

定期的員工問卷調查及顧客滿意調查，顯示我們在不斷進步，並獲員工及顧客嘉許。為保持世界級酒店的崇高標準，酒店同時實行神秘顧客及獨立審查項目，進一步掌握寶貴意見。

內外兼顧的措施，有助振奮員工、監察品質，讓客人更滿意。酒店已達到「出色的酒店，客人的最愛」的目標，由喜孜孜的員工，為賓客提供優越的體驗。



# 2008 Hong Kong Awards for Industries: Customer Service Certificate of Merit

## 2008 香港工商業獎：顧客服務優異證書

### Jones Lang LaSalle Management Services Ltd - Premium Residential Management Group 仲量聯行物業管理有限公司 - 優質住宅物業管理組

#### We Add Value to Your Home

Jones Lang LaSalle Management Services Limited, the property management arm of Jones Lang LaSalle, has over 300 appointments under management in Hong Kong with a total floor area of over 44 million sq ft. The firm strives to offer the best value-for-money services to clients and a 'home-sweet-home' ambience to building users.

With unfailing support and commitment from three of our key business partners – namely, Hang Lung Properties, K. Wah Group and SEA Group – the 'We Add Value to Your Home' project provides a revolutionary enhancement in the quality of living of residents that fulfils our partners' core strategy to develop prestigious residential blocks.

The 'We Add Value to Your Home' project is committed to enrich the residents' experience throughout the whole lifecycle. The Premium Residential Management Group develops and implements new service standards on open-house visits, unit takeovers and handovers, and orientation, concierge, value-added, clubhouse and relocation services, which are designed to bring genuine delights to residents.

The new concept not only sets a model for enhancing creativity, but also facilitates crossover learning and best-practices sharing across the entire Jones Lang LaSalle management portfolio.

'We Add Value to Your Home' project turns our ambition into achievements—a quadric-win scenario for clients, residents, employees and Jones Lang LaSalle.

#### 為你家添姿彩

仲量聯行物業管理有限公司是香港仲量聯行屬下的物業管理公司。在香港管理超過三百幢物業，當中涉及樓面面積逾四千四百萬平方呎。仲量聯行物業管理有限公司致力為客戶提供物有所值的服務，同時為住戶營造賓至如歸的環境。

「為你家添姿彩」計劃的目的是提升和改革住戶的生活質素，仲量聯行物業管理有限公司與其中三大合作伙伴 - 爪哇集團、恒隆地產及嘉華集團對優質住宅物業市場的目標一致。是次計劃得到三大集團的竭誠支持，令拓展優質住宅物業市場之成效更見昭彰。

「為你家添姿彩」計劃竭力照顧住戶在不同階段的需要，以細意慇懃的服務提升生活體驗。優質住宅物業管理團隊為此策劃及推行了一系列嶄新的服務標準 - 從示範單位開放、接收及交收單位、以至迎新善後、會所管理、禮賓及增值服務等等，都能為住戶帶來優質服務和驚喜。

此新概念不但為持續提升服務創意奠定了基石，亦促進了公司內跨部門及跨組別的協調和交流，與及建立及分享最佳運作常規。

「為你家添姿彩」計劃實踐了我們提升住戶生活質素的理念，成功開創了四贏的局面，包括客戶，住戶，員工及仲量聯行物業管理有限公司。



### Staccato Footwear Company Ltd 思加圖鞋業有限公司

How would it be if the sales act like FANS to the customer? Likewise how would it be if customers act like FANS? "FANS" is STACCATO's and Jipi Japa's servicing philosophy. A subsidiary of Belle International Holding Limited established in 1998, both STACCATO and Jipi Japa aim at building up the "FANS" servicing culture. "FANS" stands for Friendly, Active, Nice, and Smile. To bring up front line staffs treat customers like idols, let them act like FANS Club member to cheer up each other and work for their idols (customers). At last, the customer will become FANS of STACCATO and Jipi Japa.

Before carrying out this FANS campaign, we listen to the staff opinion at length, set up the best "Smile Staff" and the most "Friendly Shop" awards and establish various monitoring system. We shall continue to improve our service standard to be one of the best among the ladies footwear company.

試想想員工像FANS般為客瘋狂會怎樣？若顧客成為Staccato FANS般又會是怎樣？FANS般的背後服務理念正是Staccato的待客之道。Staccato是百麗集團的子公司，於1998年成立，致力建立FANS待客文化。FANS代表Friendly(友善)、Active(主動)、Nice(親切)和Smile(笑容)。透過培養員工這些特質，使員工視顧客為偶像；共同的偶像驅使員工像FANS CLUB般互相支持；最後使顧客成為Staccato的FANS。為落實這概念，我們細心聆聽員工的意見、設立最佳笑容員工和最友善店舖選舉、並建立各種監察制度。我們會不斷進步，於女裝鞋業類中為顧客提供最優質的服務！





## Shiseido Dah Chong Hong Cosmetics Ltd 資生堂大昌行化粧品有限公司

Since SHISEIDO was founded in 1872, the pursuit of "A Lifetime of Beauty" has been our vision and a goal we pledge to fulfill to all our customers. SHISEIDO strives to deliver "Omotenashi" as our core service philosophy, provide professional beauty service to customer with sincere communication and dedicated care. To achieve this goal, monthly regular trainings, Beauty Consultant Contest and overseas training are given to SHISEIDO beauty consultants, so as to remain true to our vision by offering unsurpassed products and superior service to our customers built on the maxim of hospitality "Omotenashi".

資生堂自1872年成立至今一直以「以心致誠」(Omotenashi)作為服務宗旨，以真摯溝通與至誠關懷為顧客提供盡善盡美的專業美容服務，對美容顧問專業知識及美容技巧培訓至為重視。透過舉辦資生堂美容顧問大賽及海外習訓，藉此促進美容顧問努力不懈提升個人專業知識與技巧至國際水平，更珍惜每次與顧客的美麗緣分，建立互信真誠的關係，帶給顧客美麗的一瞬，以至一生。



## Urban Group 富城集團

Premier Real Estate and Facility Services Group  
Urban Group – Corporate Brand Innovation

Urban Group, a member of **NWS Holdings Limited** (HK Stockcode: 0659), is one of Hong Kong's Premier Real Estate and Facility Services Group. Urban Group manages 200 real estate projects serving 1 million people in Hong Kong. Urban provide quality services to fulfill its corporate brand mission of "**A Passion of Service A Quality Credential**" and strive to become the "**Quality Market Leader**" and the "**Premier Real Estate and Facility Management Services Group in Asia Pacific**".

The heritage of Urban Group originated from the management of the **FIRST large-scale luxurious residential composite project** in Hong Kong in 1965. Since then, Urban has successfully introduced modern management philosophy in various real estate projects under our services. Currently, our scope of businesses includes real estate services, facility management, project consultancy, project management, leasing, property agency, engineering and infrastructure maintenance services.

Looking ahead, Urban Group will seize opportunity to explore new range of services and market to exceed our customers' expectations.

房地產及設施服務行業  
富城集團 - 企業品牌創新

富城集團為**新創建集團**(股票編號: 0659)成員，是香港最具規模的房地產及設施服務集團之一。該集團現管理200個項目，為逾一百萬市民服務。憑藉「**用心服務 專心管理**」的品牌理念，富城的目標是要成為「**行業市場品質領導者**」及「**亞太區最卓越的房地產及設施服務集團**」。

富城集團擁有逾40年的品牌歷史，我們的品牌源自1965年開始為香港第一代大型綜合豪宅發展項目提供服務。成功引入西方先進的管理概念，推展至其他地產項目中。隨著業務不斷擴展，富城集團已逐漸發展成為一個龐大的房地產及設施服務集團，業務涵蓋房地產及設施管理、工程策劃、項目管理、租務、物業代理、以及物業維修和保養等。

展望未來，富城將把握每一個機遇，開拓新的市場和發展新的業務，以超越客戶對我們的期望。





**2008 Hong Kong Awards for Industries: Customer Service, Environmental Performance, Innovation and Creativity, Productivity and Quality, and Technological Achievement  
Final Judging Panel**

**2008年香港工商業獎：顧客服務、環保成就、創意、生產力及品質、科技成就組別  
最終評審委員會**

由左起 (From left)

**余麗姚女士**  
Ms. Ruth Yu  
香港零售管理協會執行總監  
Executive Director  
Hong Kong Retail Management Association

**顏啟榮先生**  
Mr. Kevin Edmunds  
商界環保協會常務總裁  
Chief Operating Officer  
Business Environment Council

**張樹榮先生**  
Ir. Shu-wing Cheung  
香港科技園公司企業拓展及科技支援副總裁  
Vice President  
Business Development and Technology Support  
Hong Kong Science and Technology Parks  
Corporation

**徐立之教授**  
Prof. Lap-Chee Tsui  
最終評審委員會主席  
Chairman of the Final Judging Panel  
香港大學校長  
Vice-Chancellor and President  
The University of Hong Kong

**馮永業先生**  
Mr. Wilson Fung  
香港生產力促進局總裁  
Executive Director  
Hong Kong Productivity Council

**陳作基博士**  
Dr. Cliff C K Chan  
香港總商會工業及科技委員會主席  
Chairman, Industry and Technology Committee  
Hong Kong General Chamber of Commerce

**關恩慈女士**  
Ms. Belinda Kwan  
工業貿易署助理署長  
Assistant Director-General of Trade and Industry  
Trade and Industry Department  
(非評審委員會成員 not judging panel member)

**Members of HKRMA Preliminary Assessment Judging Panel of the  
2008 Hong Kong Awards for Industries: Customer Service**

**「2008年香港工商業獎：顧客服務」初步評審委員會委員**

**Members of Phase 1 Judging Panel 第一階段評審委員**

<b>Mr. Anson Bailey</b> Principal, Business Development, China KPMG	<b>利安生先生</b> 主管(業務拓展)中國 畢馬威會計師事務所
<b>Ms. Rowena Hoy</b> Head, Consumer, Retail & Sourcing Invest Hong Kong	<b>何慧櫻女士</b> 投資推廣署 主管(消費、零售及採購)
<b>Dr. Geoffrey Tso</b> Associate Professor, Department of Management Sciences City University of Hong Kong	<b>曹國輝博士</b> 香港城市大學 管理科學系副教授
<b>Ms. Gladys Yam</b> Head, Human Resources Division Vocational Training Council	<b>任影輝女士</b> 職業訓練局 人力資源科主管

**Members of Phase 2 Judging Panel 第二階段評審委員**

<b>Mr. Chan Wing-Kai</b> Former Head, Complaints & Advice Division Consumer Council	<b>陳永佳先生</b> 消費者委員會 前任投訴及諮詢部首席主任
<b>Mr. Buston Chu</b> Vice-Chairman Hong Kong Association for Customer Service Excellence	<b>朱溢潮先生</b> 香港優質顧客服務協會 副主席
<b>Mr. Joseph Leung</b> Executive Director, Revenue Ocean Park Corporation	<b>梁啟誠先生</b> 香港海洋公園 園內營銷執行總監
<b>Dr. Ngan Lei Tjen</b> Group HR Director Giordano Limited	<b>顏麗真博士</b> 佐丹奴國際有限公司 集團人力資源總監
<b>Mr. Nelson Tse</b> Chairman Hong Kong Retail Technology Industry Association	<b>謝小江先生</b> 香港零售科技商會 主席



## 2008 Hong Kong Awards for Industries : **Customer Service**

### 2008香港工商業獎：**顧客服務**

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". This is the only Awards Scheme of its kind supported by the Hong Kong SAR Government.

The Awards Scheme covers seven categories including consumer product design, machinery and machine tools design, customer service, environmental performance, innovation and creativity, productivity and quality, and technological achievement. Each of which is organized by an industry-related organization.

The Hong Kong Retail Management Association (HKRMA) is proud to be the leading organizer for the award category on "Customer Service". Over the years, we have received keen participation from companies in the fields of banking, catering, hotel, insurance, motor, property agency and management, transportation, retailing such as cosmetics and health care products, watch and jewellery.

### **Objectives of Our Award Category**

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

### **Award Structure**

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

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

The most outstanding entry will be selected to receive the Hong Kong Awards for Industries: Customer Service Grand Award.

### **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 divisions of a company provided that the principal activity of the division in question is a sufficiently distinct service.
- Participating companies should be engaged in service oriented businesses. The 'service' in question should be provided in Hong Kong or by Hong Kong.
- A company can take part in no more than two company-based categories in the same year. A company can only submit one entry in each category.
- A Grand Award winner of one year will not be considered for any award in the same category in the following two years. For example, a 2006 Grand Award winner would not be considered for any award in the same category in 2007 and 2008.

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」。此獎項是唯一獲香港特區政府支持的同類獎勵計劃。

香港工商業獎設有七個組別獎項，包括消費產品設計、機器及機械工具設計、顧客服務、環保、創意、生產力及品質和科技成就，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「香港工商業獎：顧客服務」組別的主辦機構。過去數年，此獎項獲來自銀行、飲食、酒店、保險、汽車銷售、物業代理和管理、運輸業，以及化妝品、鐘表和珠寶零售等眾多行業的公司參與。

### **設立「香港工商業獎：顧客服務」組別的目標**

- 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

最優異的參賽機構將獲頒發「香港工商業獎：顧客服務大獎」之獎項。

### **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。企業內以服務為主的部門亦可參賽。
- 參賽機構須於香港提供服務或以香港為基地提供服務。
- 每間參賽機構每年可參加不超過兩個以公司為獲獎單位的組別，每組別只限參賽一次。
- 香港工商業獎大獎得獎者，其後兩年不可參加同一組別的比赛。例如2006年的大獎得獎者，不可參加2007及2008年同一組別的比赛。香港工商業獎組別獎及優異證書得獎者，如在其後兩年參加同一組別的比赛，則只會在更高級別的獎項中，獲得考慮。

- A Category Award or Certificate of Merit winner of one year, when participating in the same category in the following two years, will only be considered for a higher level award.
- Any company with identical or the same first eight digits in its Business Registration number as a past Award winner or Certificate of Merit winner will be regarded as the same company as that past winner.
- Grand Award and Category Award will be considered on the basis of a company, or a particular division of a company, rather than a project.
- Certificate of Merit might be considered on a project basis but the project should be implemented on a longer term basis (say a year).
- To enable on-site mystery shoppers assessment by the organizer to form part of the overall 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.

### Enrollment

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

- 任何公司，如其商業登記證編號與過往得獎公司相同或首八個位數字相同，將被視作與該得獎者為同一公司。
- 香港工商業獎大獎和組別獎只會頒發予以公司或公司部門身份參賽的機構，以項目身份參賽的機構將不獲考慮。
- 香港工商業獎優異證書可頒發予以項目身份參賽的機構，但有關項目須屬長期性質(例如一年)。
- 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。



### 參加辦法

參賽機構必須呈交一份有關改善顧客服務的計劃書，其中重點列明其公司對優質顧客服務的見解並如何提高其顧客服務的建議。

## ABOUT THE ORGANIZER - Hong Kong Retail Management Association

### 主辦機構簡介 - 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 25 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 5,000 retail outlets and employing about half of the local retail workforce. Member organizations include catering, supermarkets, department stores, convenience stores, watch and jewellery stores, fashion and accessories stores, electronic and electrical appliance stores, and specialty stores 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) and is the only representing organization from Hong Kong. FAPRA members cover 17 Asian Pacific countries and regions.

#### Our Mission

1. To present a unified voice and lobby on issues that affect all retailers.
2. To exchange and share information on common issues.
3. To raise the status and professionalism of retailing through education and training.

#### Our Representation

HKRMA is being recognized as the leading organization representing retail and the body to be consulted on industry related issues. We also make regular submissions to the Government on behalf of our members on issues that affect our industry, and continue to initiate discussions with members on major policies to protect their interests.

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。過去二十五年來，協會在促進本地零售業發展及代表業內意見，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協會，至今會員公司店舖逾五千間，僱員約佔本港總零售僱員的二分之一。協會的會員公司包括飲食店舖、超級市場、百貨公司、便利店、鐘錶及珠寶店、時裝飾物店、電子及電器店、專門店，以及供應商、批發商和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，並為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。

#### 我們的使命

1. 代表零售商對有切身關係的事宜發表一致意見。
2. 交換及分享一般事務上的資料。
3. 透過教育及培訓提升零售業的地位和專業性。

#### 我們的代表性

香港零售管理協會被公認為業內最具領導地位的機構，及諮詢有關零售業事宜的團體。我們經常代表會員向政府發表一些有關零售業事項的意見，並主動與會員商討某些政府條例的對策，以保障會員的權益。

For enquiries on the "Hong Kong Awards for Industries: Customer Service", please contact:

有關「香港工商業獎：顧客服務」所有查詢，可致電本協會：

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

TEL 電話：2866 8311 FAX 傳真：2866 8380 WEBSITE 網址：www.hkrma.org



2009 Hong Kong Awards for Industries : Customer Service

2009 香港工商業獎：顧客服務

## Enquiry Form 查詢表格

To : Organizer of 2009 Hong Kong Awards for Industries: Customer Service  
**HONG KONG RETAIL MANAGEMENT ASSOCIATION**

FAX 傳真：2866 8380

I would like to have more information about the **2009 Hong Kong Awards for Industries : Customer Service**

我想獲得更多有關 **2009 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

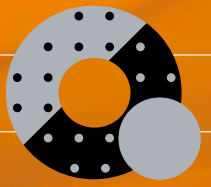
傳真

E-mail

電郵

Name / Title  
of Contact person

聯絡人姓名/職位



# 鳴謝 ACKNOWLEDGEMENTS

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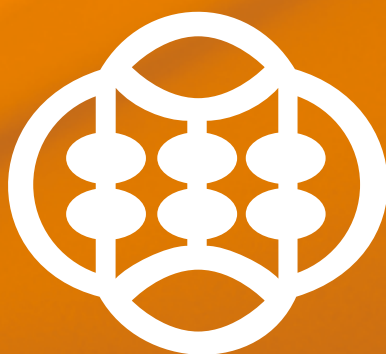


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RETAIL MANAGEMENT ASSOCIATION**

香港零售管理協會



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

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Fax傳真: (852) 2866 8380  
Website網址: [www.hkrma.org](http://www.hkrma.org)

