

香港工商業獎

2009

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

Winners of 2009 Hong Kong Awards for Industries  
**Customer Service Category**

2009 香港工商業獎：顧客服務組別得獎名單

**Customer Service Grand Award**

顧客服務大獎



The Hong Kong and China Gas Company Limited  
香港中華煤氣有限公司

**Customer Service Award**

顧客服務獎



Christian Environmental Health Limited  
基雋環境健康有限公司



The Hong Kong and Shanghai Banking Corporation Limited - Mongkok Branch  
香港上海滙豐銀行有限公司 - 旺角分行

**Customer Service Certificate of Merit**

顧客服務優異證書



朗豪坊  
LANGHAM PLACE

The Great Eagle Properties Management Co Ltd - Langham Place  
鷹君物業管理有限公司 - 朗豪坊

# 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 12 consecutive years for the customer service category of the Hong Kong Awards for Industries (HKAI), the unique award of this kind championed by the Hong Kong SAR Government. The HKAI was established to recognize the outstanding achievements of Hong Kong enterprises and commend excellence in different aspects of their performance.

As the leading organizer in the customer service category of HKAI, the Association aims to promote the importance of quality service, and uplift Hong Kong's competitiveness as an international service centre.

Despite the challenges and difficulties caused by the global financial tsunami, we are delighted to see a rising trend of participation in the Award in recent years, in particular the SMEs who had significantly grown in terms of number of entrants as well as performance.

In 2009, we received good participation from a diverse portfolio of business sectors, including retailing, banking and finance, catering, property management, public utilities, storage service, beauty service, cleaning service, leisure and entertainment.

Following the significant growth of the service sector in the past two decades in Hong Kong, customer service excellence has become one of the keys to success in our service-oriented economy. The Association is delighted to see the strong commitment and relentless efforts of the HKAI participating companies in driving Hong Kong's service standard to a higher level.

The participating companies have demonstrated remarkable achievements in offering total customer service solution, staff engagement, customer-centric strategy, sustainable relationship, innovation and effective execution on customer service.

We hope enterprises in Hong Kong will continue their unwavering commitment and endeavors to quest for excellence and deliver unsurpassed service to strengthen Hong Kong's reputation and competitive edge as an international shopping paradise and service centre.

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

A handwritten signature in black ink that reads "Caroline Mak".

Caroline Mak  
麥瑞琮

香港零售管理協會很榮幸能夠連續12年成為香港工商業獎『顧客服務』組別的主辦機構。香港工商業獎是唯一獲香港特區政府支持的同類獎勵計劃，旨在表揚在不同範疇有傑出表現的企業。

作為香港工商業獎『顧客服務』組別的主辦機構，協會希望透過表揚服務卓越的企業，推廣優質服務的重要性，提升本港整體的顧客服務水平和國際競爭力。

過去一年，金融風暴席捲全球，為本港企業帶來嚴峻挑戰。然而，令人欣慰的是參與香港工商業獎『顧客服務』組別的企業比往年增加，尤其是中小企，無論是參加公司數目及服務表現，均有顯著提升。

2009年度，『顧客服務』組別得到多個行業機構的熱烈參與，包括零售、銀行和金融、飲食、物業管理、公共服務、倉存服務、美容、清潔及專業服務、消閒及娛樂服務等。

香港的服務業在過去二十年有顯著的發展，並成為本港經濟的重要支柱，而優質顧客服務更是企業成功的重要元素。協會十分高興看到參賽的企業，致力提升其服務表現，將本港服務業的質素，推至更高水平。

參賽的企業在不同顧客服務領域上，均表現出眾，包括提供全方位的顧客服務方案、員工投入、以客為本的策略、長遠的顧客關係、創意及有效執行等。

協會期望各企業繼續竭誠推動優質的服務文化，鞏固本港的競爭優勢，維持本港作為購物天堂及國際服務中心的地位。

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。

# Customer Service Grand Award

2009 香港工商業獎：顧客服務大獎

## The Hong Kong and China Gas Company Limited 香港中華煤氣有限公司

### Towngas' 5 Senses<sup>+</sup> Service – From Good to Great

Founded in 1862, The Hong Kong and China Gas Company Limited (Towngas) is the oldest utility in Hong Kong. Our mission is to provide customers with a safe, reliable supply of gas and the caring, competent and efficient service they expect, while working to preserve, protect and improve our environment.

#### Towngas Service Culture

We always put our customers first and constantly look for ways to enhance the customer experience. A service campaign "From Good to Great" was introduced in recent years to uplift our service standard at all aspects. We believe in giving service from the heart to achieve total customer satisfaction.

#### Our Shops

In relocating and refurbishing all our shops in the last few years we have followed the concepts of See, Hear, Taste, Smell, Touch and Feel. Now all our outlets are easy to find and access.

Our appliances are displayed in realistic kitchen and bathroom settings. Some of our shops also have appliances connected to a gas supply so customers can try out our products and the power of flame before making a final decision. We also offer a total solution by offering minor renovation service to fit new appliances, such as built-in-hobs or water heaters, thereby easing the hassle of installing new equipment.

At Towngas Avenue, diners can take advantage of an imaginative scheme to experience the fun of flame cooking themselves by using state-of-the-art, user-friendly appliances to cook their own meal under the expert tutelage of our master chefs. And for customers who just want a

relaxing night in, a free of charge "Recipe-of-the-day" leaflet can easily be picked up showing how to prepare healthy and tasty food to create a quality lifestyle for friends or loved ones at home.



香港中華煤氣有限公司(煤氣公司)於1862年成立，是本港歷史最悠久的公用事業機構。我們的使命是為客戶供應安全可靠、並提供親切、專業和高效率的服務，同時致力保護及改善環境。

#### 煤氣公司的服務文化

我們以客為尊，精益求精，讓客戶享用細心周到的優質服務。近年，煤氣公司引入「突破優質、追求卓越」的服務理念，全方位提升服務水平，令客戶更感稱心滿意。

#### 客戶中心

過去數年，我們引入「觀看、聆聽、品嚐、呼吸、觸摸、感覺」的全新概念，為客戶中心換上全新面貌。現時全線客戶中心均設於交通更便利的位置，方便客戶蒞臨，體驗全方位優質服務。

嶄新設計的客戶中心別具特色，店內設有樣板廚房和浴室陳列各款爐具。部分客戶中心更設有已接駁煤氣的爐具以供試用，客戶可以看到爐具不同大小的火力，再挑選合適的產品。為方便客戶安裝新爐具，我們同時提供小型家居裝修服務，配合安裝嵌入式煮食爐或熱水爐等新型爐具。

名氣廊餐廳除了為顧客呈獻中西特色佳餚外，也帶來非凡的餐饗體驗：顧客在烹飪大師的專業指導下，使用具備先進功能、容易操作的明火爐具，親自炮製佳餚美食，體驗明火煮食的樂趣。店內也免費提供「是日食譜」，方便顧客在家中自煮健康美食，享受烹調樂趣。





## Hotline

Our Customer Service Hotline (CSH) provides a one stop shop of services by handling all types of enquiries and appointment services about appliance maintenance, installation and billing, and appliance sales. "You can hear our smile" is the motto of CSH. Instead of answering machine, our CSH officers are standby 24 hours to answer customer calls. Our multi-skilled CSH officers speak Cantonese, English and Putonghua, and some Filipino and Indonesian to help our customers' domestic helpers.

## After Sales Services

For ultimate convenience and to save customers' time, delivery and installation are undertaken together, with visits possible seven days a week. To minimize waiting time, customers can book maintenance visits Monday-Saturday during any of seven time slots over 2 hour periods. To accommodate the busy life of some customers, we also offer a Sunday and Public Holiday maintenance service on request.

Our technicians are socially responsible to test the "Personal Emergency Link" for the elderly while performing their gas maintenance job at customers' homes.

## Innovation and Creativity

Driven by the Towngas service culture, staff are constantly reviewing working process and improving tools and equipment. One invention, "Dustless Drilling Equipment", has been a great success as this avoids spreading huge amounts of dust around customers' premises during gas installation work. Technicians and contractors also always vacuum kitchens and bathrooms once they have finished installing new appliances. In addition, Towngas staff can arrange to take away old appliances for recycling so as to turn waste into a useful green resource.

## Continuous Improvement

Our goal is to continuously improve our services and to this end we employ professional agencies to survey all aspects of our sales and service performance. We apply different methods such as mystery shoppers, telephone surveys and customer focus groups to collect data. These kinds of feedback and results are constantly reviewed to enhance and create better value for customers.

## 客戶服務熱線

煤氣公司的客戶服務熱線提供方便快捷的一站式服務，包括為客戶安排爐具維修、爐具安裝及解答有關賬單查詢的事宜，客戶甚至可以致電熱線購買爐具。「您能聽見我們的笑容」是我們時刻緊記的座右銘。熱線全日24小時由專人接聽電話而不需通過電腦語音系統。除了廣東話、英語及普通話，客戶服務熱線更支援菲律賓語及印尼語，為菲傭和印傭提供服務。



## 售後服務

為了方便客戶享用服務及節省時間，我們安排送貨及安裝一併完成，並且一星期七天提供安裝預約時段。同時，我們也在星期一至星期六每天提供七個維修預約時段，每個時段為兩小時，以縮短客戶等候服務的時間。部分客戶由於工作繁忙，要求技術員在星期日或公眾假期進行維修工作，我們也可因應他們的需要作出特別安排。

此外，技術員進行爐具維修或安全檢查工作時，會免費為長者測試平安鐘，以表達對他們的關懷。

## 創新意念

我們除了檢討工作流程，也不斷發揮創意改善工具和設備。由僱員設計的「無塵鑽孔」工具便是其中一個非常成功的例子。技術員和承辦商在客戶家中進行安裝工程時，可以利用這個創新工具防止大量塵埃散開；也可在安裝爐具後吸走塵埃，保持整潔。完成新爐安裝後，技術員可以為客戶移走舊爐並交回收商循環再造，把廢物轉為有用的資源。

## 持續改進

為了持續提高服務質量，我們委託專業機構就公司在銷售及服務各方面的表現進行調查。我們通過不同途徑如神秘顧客、電話訪問和客戶服務關注小組收集資料，並且根據客戶意見和調查結果作出檢討，精益求精，讓客戶享用更佳的服務。



# Customer Service Award

## 2009 香港工商業獎：顧客服務獎

### Christian Environmental Health Limited 基雋環境健康有限公司

*You can make the difference...  
Make our service a Memorable Touch*

Christian Environmental Health Limited (CEH) has been established since 1992. Her major business is to provide Pest Control and Air Disinfection Services and related product sales. In the past years, CEH made her every effort to build up her business. Nowadays CEH is a company with about 100 staff working in Hong Kong, Shanghai, Beijing and Chengdu. Her honorable clients include Hong Kong Government and departments, tertiary institutions, big estates and malls, hospitals and public transport facilities etc.

CEH believes good quality services is the golden rule to earn clients' loyalty. So from our very beginning, hoping that our outstanding services can really make the difference and become a memorable touch to our clients, we are devoted to quality control and uplift our professional services continuously.

2007 was a remarkable year to CEH because we were accredited with the ISO 9001 quality management certificate. We declared our vision to all and tried to make standards for the services we provided. In order to promote our services, we set up auxiliary policies to consolidate our effort. For examples, we composed working instructions for staff reference. We also provided training to our staff to ensure they are empowered with professional pest control and related knowledge. We have formed an expert group to collect the most updated pest control information and tried to learn the other practitioners' advantages in our daily operation. We ordered chemicals from overseas manufacturer to ensure chemical quality. We have 24 hours hotline to reply clients' immediate enquiries. We provide free inspection services and guarantee period to certain type of services.



基雋環境健康有限公司（「基雋」）於一九九二年成立，以提供防治蟲害、空氣消毒服務及有關產品銷售為主要業務。十多年來，「基雋」默默耕耘，業務逐漸擴張，服務隊伍已由最初的三人增至約一百人，分佈於香港、上海、北京及成都，服務對象亦由一般商、住客戶伸延至政府機構（例如食環署、康文署、房屋署和建築署等）、大專院校、大型屋苑及商場、醫院及公共交通運輸機構等。

「基雋」相信優質服務是贏取客戶的致勝之道。為確保客戶獲得的服務維持於優質水平，「基雋」多年來均致力於提升服務的專業水平及品質監控兩方面，務求透過「與別不同」的專業服務，贏取客戶讚賞，觸動每位尊貴客戶的心靈。

二零零七年初，「基雋」成功考取 ISO 9001 國際品質管理認證，於品質監控上邁出了一大步。這既使「基雋」成為行業中的先驅典範，亦讓團隊清楚明白公司的願景，一起朝著同一個目標進發。與此同時，為配合持續改善的要求，「基雋」亦訂立配套措施，讓整體的努力發揮更大的效用，例如制定工作指引，讓員工隨時參考，加強員工培訓，讓員工對蟲害、藥械的認識增加，又定期進行表現評估，幫助員工自我檢視，發揮更大潛能；藥械應用及採購方面，「基雋」亦設立專責小組搜集各地同業的操作情況，







直接從外國製造商洽購合適的藥械備用。至於服務方面，「基雋」給客戶提供免費檢查、報價服務，並設立二十四小時「真人發聲」電話熱線，即時解答客戶問題，個別客戶更可享有的三年以上的免費服務保養等。

過去一年，「基雋」多次獲頒獎項，員工多次獲得嘉許，這都證明了「基雋」的努力沒有白費。「基雋」全人均承諾繼續努力，做到最好，務求以我們卓越的專業服務回饋客戶和社會。

In the year 2009, CEH has won some awards, our crew has earned written commendation from clients. These are encouragements to us which push us move forward. Our pledge is to do our best, commit to excellence and repay our honorable clients and community with our second-to-none professional services.



# Customer Service Award

2009 香港工商業獎：顧客服務獎

## The Hongkong and Shanghai Banking Corporation Limited - Mongkok Branch 香港上海滙豐銀行有限公司 - 旺角分行

### Revolutionary Banking Experience @ HSBC

Being the largest banking and financial services organisation in Hong Kong serving majority of Hong Kong populations, HSBC is fully committed to make customers feel that it is the "Best Place to Bank". To be perceived as the "Best Place to Bank", we have to understand our customers' expectation and preference. At HSBC, there is continuous effort to capture our customer voices and invest in shaping the desirable customer experience to our customers.



### Innovative Initiatives

HSBC pioneers a new way of banking with the opening of its new flagship branch in Mong Kok. The branch uses unconventional design, longer service hours, state-of-the-art technology and best-in-class service team to create efficient and pleasurable banking experience to customers.

The flagship branch in Mong Kok was designed by an internationally renowned architectural design studio, the 5-storey 54,000 sq ft branch offers an open, modern and energy-saving design which enables customers to perform banking transactions in a very relaxing atmosphere.

Customers' time is precious so they prefer to use it efficiently. To meet their needs and preference, Mong Kok branch's counter and safe deposit box services opens from 8am till 6pm (Mon-Fri) and 5pm (Sat), while other financial services open till 8pm (Mon-Sat).

Mong Kok flagship branch is also equipped with a wide range of new technologies to enhance efficiency, reduce queuing time and offer value-added services to customers. These technologies support our corporate sustainability strategy of being environmental-friendly in order to enhance customer experience.

作為香港最具規模及顧客最多的金融機構，滙豐承諾為顧客提供最好的服務，致力成為 "Best Place to Bank"。為此，我們必須了解客人的需要及期望。滙豐一直聆聽顧客的聲音並作出改進從無間斷，務求為客人提供他們所期望的優質體驗。

### 創新體驗

滙豐於旺角開設嶄新的旗艦中心，為香港開創新的銀行服務方式。旗艦中心以最先進的科技、獨特及現代化的設計、延長服務時間及最優秀的服務團隊，為客人提供有效率及愉快的銀行體驗。

旗艦中心由國際知名的建築公司設計，佔地共54,000平方呎，共有五層。旗艦中心的現代化、開放式及節省能源設計，讓客人於悠閒的環境下處理銀行業務。

為方便顧客有效地善用時間，旗艦中心櫃位及保險箱服務時間為星期一至五早上8時至下午6時，星期六則提供服務至下午5時。其他服務則為星期一至六至下午8時。

旗艦中心採用多項先進科技，在務求提升服務效率，縮短排隊時間之餘，亦為顧客提供更優質服務，同時更符合公司的環保政策。







HSBC is the first bank in Hong Kong and Asia Pacific to launch electronic banking counters that enable customers to sign on screens instead of vouchers when performing transactions, thereby reducing processing time. This electronic banking counter also enables us to have our fingers on the pulse and quick fix by conducting a short customer survey after each transaction.

To save customers' time and hassle to queue up for simple transaction, HSBC also deploys Foreign Currency Machine and Gift Cheque Machine. An Instant PIN Generator enables customers to reset their PIN instantly at branch without waiting for the mailing of PIN advice which greatly improves customer experience in the most undesirable incident, lost of PIN. Mong Kok branch's platform staff uses the Electronic Pre-capturing Device to pre-capture customer's data while they are queuing to expedite the transaction time.

To deliver the best services to customers, Mong Kok branch's best-in-class service team is being engaged with continuous reinforcement to serve the customers from their hearts with passion.

The revolution did not stop at the 1st flagship branch in Mong Kok, some of the state-of-the art technologies are being extended to the full branch network to revolutionise the banking experience to make the "Best Place to Bank" to customers.

滙豐是首間於香港、甚至亞洲設立電子化櫃位服務的銀行，讓客戶在櫃位進行交易時於電子屏幕上簽名，縮短業務交易時間。透過此項服務，我們更可進行精簡的問卷調查。

為方便及節省客戶的時間，滙豐設立全港首創、專門用作購買禮券及提取多種外幣的終端機。如客戶忘記密碼，現可透過密碼編碼器重設。職員可用電子預設輸入裝置，於客戶輪候銀行服務時為他們預先輸入交易指示，減省交易時間。此外，我們優秀的服務團隊隨時全心全意為客服務。

這個旗艦中心是滙豐服務的另一里程碑，我們已於其他分行採用這些先進科技。

除了提供更舒適的服務環境外，亦為客戶帶來創新的銀行服務體驗。



# Customer Service Certificate of Merit

## 2009 香港工商業獎：顧客服務優異證書

### The Great Eagle Properties Management Co. Ltd. – Langham Place 鷹君物業管理有限公司 - 朗豪坊

#### Service Quality Management System - "We Contribute and We Enjoy"

Langham Place is managed by The Great Eagle Properties Management Co. Ltd. which belongs to Great Eagle Holdings Limited. Since its opening in 2004, it has become the landmark of Mongkok. With extensive support given by our parent company, the 'Langham Place Property Management Team' excels our distinguished quality services to our tenants and customers.

It is our honor to be awarded the Certificate of Merit of the 2009 Hong Kong Awards for Industries – Customer Service. This representing recognition demonstrates our excellent performance in customer services.

'We contribute and we enjoy' is the booster at our workplace. 'Customer Orientation', 'Dedication', 'Commitment', 'Continuous Improvement' are the philosophies of service of all staff at Langham Place.

In the past year, we implemented a wide range of customer service training workshops and other service enhancement programmes, with a goal to improve the quality of customer service at Langham Place. These include:

- 'Service Quality Management (SQM) System' – adopts an all-rounded focus policy with a core value of providing excellent customer service. It encourages both frontline and backend staff to think like customers and to embrace the customer-oriented spirit.
- 'Mentor System' – to establish an on-site learning platform to new joiners by matching them with experienced colleagues. With tight communication, this arrangement not only helps to build mutual trust between mentors and mentees but also tremendously enhances the performance of both, especially in the areas of initiative and hospitality.
- 'Mystery Shoppers Assessments' – through various on-going assessments by the convincing third parties, we conscientiously adopt the proposals and feedback for improvement based on our customers' point of view.
- 'Rewarding Scheme' – Awards given by senior management directly to recognize staff with high quality service performance to motivate the team morale and to cultivate high service standards.

With the belief 'We contribute and we enjoy', the 'Langham Place Property Management Team' will continue to stand by our service philosophy in order to perfect high quality customer services.

朗豪坊於2004年落成，由鷹君集團旗下之鷹君物業管理有限公司管理，在短短數年，已成為九龍旺角區之著名地標。在總公司的全力支持下，朗豪坊物業管理團隊得以為顧客及租戶提供卓越的物業管理服務。

我們很榮幸獲得由零售管理協會主辦之『2009 香港工商業：顧客服務』組別的優異證書，這正肯定了我們團隊在優質服務領域上取得的成績。

「我享受因我參與」是我們服務之原動力；「以客為本」、「盡心盡力」、「全力實踐」、「不斷創新及改進」，是我們團隊的服務理念。

過去一年，我們致力提昇朗豪坊顧客服務的質素，除了推行多元化之顧客服務培訓課程外，亦實踐了多項重點服務計劃，包括：

- 「優質服務管理」系統 - 鼓勵團隊實踐以顧客服務為核心之管理系統，將「以客為本」之服務精神推至高峯。
- 「師友計劃」 - 由經驗豐富之隊員帶領新入職的同事，透過實地學習平台，讓他們緊密溝通，建立亦師亦友的互信關係，以實踐優質顧客服務的精神為己任。
- 「神秘顧客」評核 - 通過多次神秘顧客考核，我們認真地採納評核結果之建議，從而使顧客服務不斷改善。
- 「獎勵計劃」 - 管理層肯定及嘉許於顧客服務有出色表現之隊員，從而激勵士氣。

我們深信「我享受因我參與」，並堅持上述之服務理念，使朗豪坊的卓越優質服務精神得以不斷開拓，更臻完美。



2009 Hong Kong Awards for Industries: Customer Service, Environmental Performance, Innovation and Creativity, Productivity and Quality, and Technological Achievement  
Final Judging Panel

2009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):

**陳麗群女士**  
**Ms. Hydde Chan**

香港零售管理協會高級經理  
Senior Manager  
Hong Kong Retail Management Association

**顏啓榮先生**  
**Mr. Kevin Edmunds**

商界環保協會常務總裁  
Chief Operating Officer  
Business Environment Council

**宋兆麟先生**  
**Mr. Edmund Sung**

香港生產力促進局副總裁(企業管理)  
Director  
Business Consulting  
Hong Kong Productivity Council

**呂潔梅女士**  
**Ms. Patricia Lui**

工業貿易署首席貿易主任  
Principal Trade Officer  
Trade and Industry Department  
(非評審委員會成員not judging panel member)

**梁廣泉先生**  
**Mr. K C Leung**

香港總商會工業及科技委員會副主席  
Vice Chairman  
Industry and Technology Committee  
Hong Kong General Chamber of Commerce

**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

**楊德斌先生**  
**Mr. Allen Yeung**

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

Members of HKRMA Preliminary Assessment Judging Panel of the  
2009 Hong Kong Awards for Industries: Customer Service

「2009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

**Mr. Anson Bailey**

Principal, Business Development, China  
KPMG

**Ms. Rowena Hoy**

Head, Consumer, Retail & Sourcing  
Invest Hong Kong

**Dr. Geoffrey Tso**

Associate Professor  
Department of Management Sciences  
City University of Hong Kong

**Ms. Gladys Yam**

Head, Human Resources Division  
Vocational Training Council

**利安生先生**

畢馬威會計師事務所  
主管(業務拓展)中國

**何慧櫻女士**

投資推廣署  
主管(消費、零售及採購)

**曹國輝博士**

香港城市大學  
管理科學系副教授

**任影嫻女士**

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

**Mr. Buston Chu**

Vice-Chairman  
Hong Kong Association for Customer Service Excellence

**Prof. Leo Yat-Ming Sin**

Director, MSc Programme in Marketing  
The Chinese University of Hong Kong

**Mr. Wilfred Wong**

Director, Division Talent Management  
DFS Hong Kong Limited

**Mr. Larry Sze**

CEO  
Gilman Group

**Dr. Ricky W.F. Szeto**

Executive Director  
Hung Fook Tong Holdings

**朱溢潮先生**

香港優質顧客服務協會  
副主席

**洗日明教授**

香港中文大學  
市場學(理學)碩士課程  
主任

**黃錦沛先生**

DFS國際集團香港店  
地區人才管理總監

**施國耀先生**

太平集團  
CEO

**司徒永富先生**

鴻福堂集團  
執行董事



# Customer Service

## 2009 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, property 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 division 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 2007 Grand Award winner would not be considered for any award in the same category in 2008 and 2009.
- 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.

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、物業管理、運輸業，以及化粧品、鐘錶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賽。例如2007年的大獎得獎者，不可參加2008及2009年同一組別的比賽。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賽，則只會在更高級別的獎項中，獲得考慮。

- 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.

## Enquiry 查詢

TEL 電話：2866 8311

FAX 傳真：2866 8380

WEBSITE 網址：www.hkrma.org/hkai

- 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。



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

## ABOUT THE ORGANIZER 主辦機構簡介

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 26 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 18 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 awards, 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。過去二十六年來，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，協會透過獎項、教育及培訓，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。

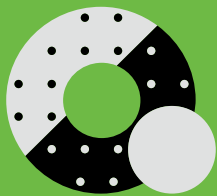
協會亦是泛亞太區零售商協會聯盟香港區的唯一零售協會代表，並為聯盟之創會會員之一，該聯盟的會員遍及十八個亞太地區及國家。

### 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. 透過獎項、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。



香港工商業獎  
2010  
HONG KONG  
AWARDS FOR  
INDUSTRIES

# 2010 Hong Kong Awards for Industries : Customer Service

2010 香港工商業獎：顧客服務

## Enquiry Form 查詢表格

To : **HONG KONG RETAIL MANAGEMENT ASSOCIATION**

Organizer of 2010 Hong Kong Awards for Industries: Customer Service

FAX 傳真：2866 8380

◆ I would like to have more information about the  
**2010 Hong Kong Awards for Industries : Customer Service**  
我想獲得更多有關 **2010 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



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





# 鳴謝 ACKNOWLEDGEMENTS

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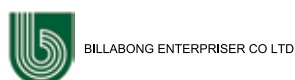
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**HONG KONG  
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Website網址: [www.hkrma.org](http://www.hkrma.org)

