

香港工商業獎

2011

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

**2011 Hong Kong Awards for Industries  
Customer Service Category  
2011 香港工商業獎：顧客服務組別得獎名單**

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**Luk Fook Holdings (International) Limited  
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**Richform Holdings Limited  
富安集團有限公司**

**Customer Service Certificate of Merit  
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**啟勝管理服務有限公司  
KAI SHING MANAGEMENT SERVICES LIMITED**

**apm**

**Kai Shing Management Services Limited - apm Customer Care Center  
啟勝管理服務有限公司 - apm顧客服務中心**



**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 2011 Hong Kong Awards for Industries (HKAI). The Award reaffirms the Association's mission to uplift Hong Kong's overall standard of customer service and its competitiveness in the international arena.

The Award has made some promising development over the years, with participating companies ranging from large corporations to SMEs. We also witnessed an expanding portfolio of participating enterprises from service industry. This year, we received keen participation from companies of various business sectors including banking and finance, retail, catering, property management, service providers, transportation, etc.

These encouraging results truly reflect the increasing emphasis of customer service in the business community.

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.

We hope enterprises in Hong Kong will continue their unswerving 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 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2011年香港工商業獎「顧客服務」組別的主辦機構。透過這個獎項，本協會能更進一步實踐推廣優質服務的理念，令香港整體的顧客服務水平及國際競爭力持續提升。

近年參加「顧客服務」組別的企業數目不斷增加，中小企的參與程度亦見理想。獎項更獲得越來越多從事不同服務行業的企業參與，今年參與「顧客服務」組別的企業，來自多個不同的服務行業，包括金融及銀行、零售、餐飲、物業管理、專業服務及交通服務等。

以上種種佳績，見證了顧客服務漸受業界重視，這趨勢實在令人振奮。

優質服務是本港賴以成功的重要因素。本協會十分高興參賽的企業，對提升本港的服務水平作出承諾，付出重大的貢獻。

本協會期望各行各業繼續不斷追求卓越，精益求精，竭誠推動優質服務文化，致力維持本港作為購物天堂及國際服務中心的競爭優勢。

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」組別各得獎企業致以衷心祝賀。

*Caroline Mak*

**Caroline Mak  
麥瑞琮**



## 2011 Hong Kong Awards for Industries: Customer Service Grand Award

Fairwood Fast Food Ltd.

大快活快餐有限公司



Fairwood believes that people and customers always come first. We strive to continually improve food quality and to enhance dining experiences. We also care about the individual needs of customers, hoping that customers would enjoy tasty food and fulfilling lives.

大快活秉承「以客為先，以人為本」的信念，除了不斷提升食物質素及用餐環境外，更重視每位顧客的需要，務求令顧客「食得開心、活得精彩」。

### Attention to Customers' Special Needs

Fairwood is the pioneer fast food chain store in Hong Kong to introduce "Barrier-free Customer Service". With a view to provide customers with an enjoyable dining environment and personalized service, Fairwood formed a special project team to understand the concerns and special needs of the disabled and the elderly.

### "Barrier-free" environment creates enjoyable dining experience

Fairwood strives to offer great dining experience to all kinds of customers, including those with special needs. Fairwood progressively offers barrier-free facilities at the stores, including wider main pathway, barrier-free entrance or movable ramp, accessible seating area, tables with slip-resistant material, etc. Besides hardware facilities, Fairwood staff also offer attentive service for the needy such as meal order assistance and meal serving. Such personalized service and barrier-free facilities encourage the disabled and elderly to dine out more frequently, and enjoy their mealtime and social life with families and friends.

### 聆聽顧客不同需要

大快活是本港首間推行「無障礙服務」之連鎖快餐飲食集團。為了向顧客提供一個舒適和方便的用餐環境，讓他們愉快地享受食物帶來的滋味滿足，集團成立專責小組，細心聆聽顧客的訴求，更分別訪問長者及殘障人士，深入了解他們的實際需要。

### 提供「無障礙」設施及貼身服務，締造愉快用餐體驗

為了向不同的顧客提供一個舒適方便的用膳環境，包括有特別需要的長者及殘障人士，大快活除了提升店舖的硬件設施外，店員更為有需要人士提供個人化的貼身服務，例如協助他們點餐及送餐等，讓他們享受與家人及朋友共同外出用膳的喜悅。

大快活相繼在各分店增設「無障礙」設施，包括加闊餐廳的主要通道、在分店入口增設固定或活動斜台、加設活動座椅及選用防滑桌面設計等，紛紛針對長者及殘障人士不同的實際需要而設。

## 2011 香港工商業獎：顧客服務大獎



### Comprehensive staff training promotes heartfelt service

Fairwood organizes various training and experiential activities to help staff truly understand the needs and concerns of the customers. To attain service excellence, staff have been enriched with communications skills and were encouraged to provide proactive assistance and caring service from the heart, bringing greater pleasure and fulfillment for customers' lives.

### 提供多元化培訓，引發員工服務由心

大快活透過不同的員工培訓及體驗活動，令他們可親身體驗不同顧客的需要，尤其是殘障人士的實際情況，做到感同身受，服務由心。集團更積極提升員工的溝通技巧，鼓勵前線員工主動幫助及關心顧客，自發地為顧客提供稱心滿意的服務，令每位客人都能「食得開心、活得精彩」。



### Neighborhood activities foster community harmony

Fairwood also actively organizes different community events such as Fairwood Fun Day and Charity "Poon Choi" Feast to foster contact, interaction and communication among the customers and their neighbours, aiming to build a spirit of mutual respect, care and assistance among people. We hope the caring spirit would extend from our employees to customers and with a rippling effect to the community in order to build a more harmonious society.



### 發動鄰舍活動，促進社區和諧

集團積極舉辦不同的鄰舍活動，如快活同樂日、慈善盤菜宴，讓長者及殘障人士與社區有更多接觸、互動和溝通的機會，鼓勵大家互助互愛，務求把這關愛和服務精神，從員工感染到顧客，更擴展至社區及普羅大眾，有效促進社會融和。



## 2011 Hong Kong Awards for Industries: Customer Service Award

Luk Fook Holdings (International) Limited  
六福集團 (國際) 有限公司



### Six Heartfelt Services, Motivated by You

Established in 1991 and listed on the Hong Kong Stock Exchange in May 1997, Luk Fook Group is one of the leading jewellery retail chains in Hong Kong and the PRC. The Group currently has over 700 retail outlets in the PRC, Hong Kong, Macau, Singapore, the United States and Canada. The Group principally engages in sourcing, designing, wholesaling and retailing of gold jewellery, gold ornaments, gem-set jewellery and jadeite in Hong Kong.

Driven by the Group's motto "Exquisite Craftsmanship, Dedication to Quality Services and Customer Oriented", Luk Fook strives to provide customers with quality products and excellent customer services. In order to cater for the needs of different customers, Luk Fook has conducted various in-depth surveys to understand customer's expectation and perception towards the Group. A Customer Service Excellence Steering Committee has been set up to develop service and management strategies according to the customer's feedback and expectation.

With an aim of providing excellent and heartfelt service to customers, a set of signature service core values has been developed - "Six Hearts Service", covering Greeting, Listening, Caring, Helping, Follow Up and Advising, and serving as guiding principles for their staff.



### 六心服務 由您牽動

六福集團於1991年創辦，並在1997年上市，現時於中國內地、香港、澳門、新加坡、美國及加拿大擁有超過700間珠寶零售店。集團主要在香港從事各類黃金首飾、黃金裝飾品、鑲石首飾、寶石及其他配飾之採購、零售及批發業務。

秉承著「匠心獨運，服務為本，以客為先」的精神，六福集團致力為顧客提供誠的服務及卓越產品。集團一直與時並進，多次進行深入的調查，以了解顧客的期望及顧客對集團的觀感。集團更成立“卓越顧客服務策導委員會”，以顧客的意見作為制定服務及管理策略的重要指標。

為建立卓越的顧客服務文化，集團全力推動「六心服務」計劃，為員工的多個工作範疇定下專業的服務指引，包括開心接待、留心傾聽、貼心關懷、盡心協助、信心推介及細心跟進等，務求為顧客提供專業而中肯的意見，增加顧客購買珠寶的信心。

## 2011 香港工商業獎：顧客服務獎

**六福珠寶**  
LUKFOOK JEWELLERY



To integrate the Group's core value with their customer service objectives, Luk Fook has launched a series of company-wide customer service training to all levels of staff and organized various activities to sustain the momentum of service excellence. Professional training courses on product knowledge and sales skill have been arranged for frontline staff to enhance their service skills and professional knowledge in jewellery.

The Group pays a lot of attention and effort on after sales service. They are committed to provide comprehensive after sales service such as cleaning, repair and replacement services, which is one of the key factors leading to the Group's success.

With its dedication, the Group obtained numerous local and international awards and recognition for its outstanding achievements in product quality and service performance. The Group will continue its unceasing effort to provide high quality products, superior customer service, and to become the "Brand of Hong Kong, Sparkling the World".

為推動「六心服務」文化成為集團的核心價值，六福集團全力策動一系列的服務訓練課程，向全體員工宣揚優質服務文化，並舉行各項活動以加強訓練課程的成效。與此同時，集團亦為員工提供全面的專業培訓，包括產品知識及銷售技巧等，以提升員工的專業水平。

六福集團一向注重客戶及售後服務，並相信這些服務，包括：清洗、修理及退換貨等，是集團主要成功的因素之一。

集團優質的服務及以客為本的核心服務精神獲得公眾認同，更先後榮獲多個與顧客服務及品質相關的獎項。六福集團將秉承這服務宗旨，繼續為顧客提供優質摯誠的服務，以維持其「香港名牌 國際演繹」之企業形象。





## 2011 Hong Kong Awards for Industries: Customer Service Award

Richform Holdings Limited  
富安集團有限公司



### There is no the Best, but the Better — “We serve with Pride and Care”

Richform Holdings Limited was set up in 1995 and has been appointed as the Master Authorized Distributor of USA Brand Everpure Drinking Water System products in Hong Kong and Macau since 2005. Richform has endeavored to introduce and provide healthy drinking water system and related products, such as water dispenser and outdoor drinking water fountain.

Carrying the corporate mission to achieve “Success through Sincerity” and upholding “Quality, Service, Value for Money and Innovation” as its operation beliefs, Richform strives to provide full range of professional sales & after-sales services, delivery service, installation and maintenance service. The service team of Richform has rapidly increased from merely three to nearly thirty staff (“associate”) nowadays. Its success is demonstrated by a diversified client base ranging from educational institutions, commercial enterprises, restaurants, hotels, hospitals, club house, public service sector to thousands of households.

Richform believes that quality service leads to customer satisfaction and loyal customers, and it is also a crucial factor for its success. To meet the ever-changing expectation of customers, Richform strongly encourages and fully supports its associates to pursue continuous learning. Richform understands happy associates would ultimately lead to customer service excellence, and thereby innovative caring benefits are offered to its associates including Birthday Leave, Parent Allowance and One Fruit One Day etc. Such benefits help to build-up their senses of belonging to the company.

富安集團於1995年成立，自2005年起成為美國愛惠浦EVERPURE世界第一級飲用水設備於香港及澳門地區獨家授權總代理。富安積極為客戶提供及推廣可靠、方便、健康及具經濟效益的優質飲用水設備，以及相關之配套，例如飲用水機、熱水爐及室外飲水盤等。

富安一直秉承「以誠致成」的企業文化，積極實踐「品質、服務、超值、創新」及「以客為先」的經營理念，為廣大客戶提供優質及專業的銷售、運送、安裝及售後保養維修服務。富安的服務團隊由最初僅僅三人增加至現時近三十人，服務對象由普通家庭客戶延伸至學校、商業機構、餐飲場所、酒店、醫院、會所及公共服務機構等。

富安深信優質顧客服務，是公司贏取忠實顧客，以致獲得成功的主要途徑。為了迎合及滿足現今客戶日益提升的服務要求，富安鼓勵所有員工（“工作伙伴”）持續進修，並設立貼心及具創意的福利，包括生日假期、義工假期、父母感謝金及每日一水果等關顧措施，確保各工作伙伴能開心和安心工作，建立歸屬感，從而帶動他們提供更優越的客戶服務。

## 2011 香港工商業獎：顧客服務獎



To sustain its service level, Richform actively approaches clients to ensure services are satisfactorily delivered and to explore any possible problems faced by their customers. All these preventive measures minimize the outbreak of problems. Richform also provides different customer-oriented services such as free service for site maintenance for full year, free system renewal programme and coupon reward for zero repair in the year.

Over the years, Richform has won a number of awards in customer service. The company is also delighted that one of its associates has won the individual best customer service reward in 2011. All these recognitions have proven that Richform’s operation beliefs are successfully implemented and are highly appreciated in the community. Riding on these achievements, Richform will continue to deliver quality service to meet the needs of customers and go beyond their expectations.

為不斷提升服務質素，富安主動聯絡客戶進行服務調查，務求於客戶提出要求前先發掘客戶的需要，從而為客戶解決現時及預期面對之問題。富安更為客戶提供全年免費上門維修服務，並制訂一系列的回饋客戶優惠服務，例如定期免費更新龍頭、配件及零維修回贈禮等，務求為客戶提供專業及物超所值的優質服務。

過去數年，富安榮獲多個優質顧客服務獎項，個別員工亦獲頒贈個人傑出顧客服務大獎，這都證明了公司的經營理念及待客之道獲得社會的認同。富安眾工作伙伴均以此為榮，並承諾繼續竭誠為客戶提供更貼心及更卓越的專業服務。





## 2011 Hong Kong Awards for Industries: Customer Service Certificate of Merit 2011 香港工商業獎：顧客服務優異證書



Kai Shing Management Services Limited -  
apm Customer Care Center

啟勝管理服務有限公司 - apm顧客服務中心



Being the landmark shopping mall in Kowloon East, apm is positioned for youngsters as an icon of "Trendy" and "Energetic". It is owned by Sun Hung Kai Properties and managed by its subsidiary Kai Shing Management Services Limited.

apm strives to provide professional service to its customers and has initiated a series of reforms including transforming the role of a frontline staff from a passive counter service representative to a professional officer who is proactive, knowledgeable and ready to help customers with full range of services in a professional manner. The company also offers thorough trainings to equip their customer service officers with service skills and mall operation knowledge, with an aim to provide one-stop and personalized service to shoppers as well as tenants.

By entrusting Customer Service Officers with greater responsibilities such as following through customer requests from problems to solutions, and being a regular communicator between tenants and management to reflect their ideas and comments, the Customer Service Officers are motivated to take greater ownership of their jobs. Employees' job satisfaction is then easily translated into customer satisfaction.

With the dedication of the management and its officers, apm has uplifted its customer service performance with measurable results and success.



apm 是新鴻基地產位於東九龍之旗艦商場，標誌著“年青”與“活力”，是走在潮流尖端的佼佼者，而為apm向客戶提供業及卓越的服務團隊，是新鴻基地產旗下的啟勝管理服務有限公司。

apm 致力為顧客提供優質的服務，並進行了一連串的改革，包括將親客大使的職責，提昇為客戶服務主任的工作，使他們由被動的櫃台服務，轉變成主動為顧客提供專業及多元化的服務。公司更積極提升客戶服務主任的多項服務技巧和商場管理知識，使他們能為顧客提供專業的意見，令服務質素更臻完美。

為不斷提升服務水平，客戶服務主任走出顧客服務中心，主動接觸顧客及了解顧客的需要，跟進以致解決問題，為顧客提供貼心的一站式服務；同時更成為租戶與管理層之間的溝通橋樑，定期為雙方反映意見。客戶服務主任從中獲得更大的工作滿足感，並將之化為服務原動力，向顧客提供更優質的服務。

透過管理層之積極及創新思維的推動，加上各客戶服務主任認真而誠懇的工作態度，此改革已取得預期的成果。apm 深信每一位前來購物享樂的顧客均會感受到客戶服務主任卓越的顧客服務。

## Hong Kong Awards for Industries: Customer Service 2011 香港工商業獎：顧客服務

### Members of Phase I Judging Panel

#### 第一階段評審委員會

Mr. Andrew Davis 戴威士先生	Associate Director-General, Invest Hong Kong 投資推廣署助理署長
Ms. Maggie Lee 李令德女士	Partner, Audit, KPMG 畢馬威會計師事務所審計合夥人
Dr. Geoffrey Tso 曹國輝博士	Associate Professor, Department of Management Sciences, City University of Hong Kong 香港城市大學管理科學系副教授
Dr. Pinky Tso 曹碧珠博士	Training Consultant, Hong Kong Institute of Business Administration 香港工商管理學會培訓顧問

### Members of Phase II Judging Panel

#### 第二階段評審委員會



From Left 左起

Mr. Buston Chu 朱溢潮先生	Vice-Chairman, Hong Kong Association for Customer Service Excellence 香港優質顧客服務協會副主席
Mr. Wilfred Wong 黃錦沛先生	Director, Division Talent Management, DFS Hong Kong Limited DFS國際集團香港店地區人才管理總監
Mr. Larry Sze 施國耀先生	CEO, Gilman Group 太平集團CEO
Dr. Ricky W.F. Szeto 司徒永富先生	Executive Director, Hung Fook Tong Holdings Limited 鴻福堂集團執行董事
Prof. Leo Sin Yat-ming 洗日明教授	Director, MSc Programme in Marketing, The Chinese University of Hong Kong 香港中文大學市場學(理學)碩士課程主任





From Left 左起

**Ms. Ruth Yu**

Executive Director  
Hong Kong Retail Management Association

**余麗姚女士**

香港零售管理協會執行總監

**Mr. Edmond Yue**

Chairman  
Industry and Technology Committee  
Hong Kong General Chamber of Commerce

**余國賢先生**

香港總商會工業及科技委員會主席

**Mrs. Agnes Mak**

Executive Director  
Hong Kong Productivity Council

**麥鄧碧儀女士**

香港生產力促進局總裁

**Prof. Lap-Chee Tsui**

Chairman of the Final Judging Panel  
Vice-Chancellor and President  
The University of Hong Kong

**徐立之教授**

最終評審委員會主席  
香港大學校長

**Mr. Allen Yeung**

Vice President  
Business Development and Technology Support  
Hong Kong Science and Technology Parks Corporation

**楊德斌先生**

香港科技園公司企業拓展及科技支援副總裁

**Ms. Patricia Lui**

Principal Trade Officer  
Trade and Industry Department (not judging panel member)

**呂潔梅女士**

工業貿易署首席貿易主任 (非評審委員會成員)

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 six categories including consumer product design, machinery and machine tools design, customer service, environmental performance, innovation and creativity, productivity and quality, and technological achievement. 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 banking and finance, retail, catering, property management, cleaning and professional service, leisure and entertainment, storage service and transportation.

### Objectives of Customer Service 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.

### 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。

香港工商業獎設有六個組別獎項，包括消費產品設計、機器及機械工具設計、顧客服務、創意、生產力及品質和科技成就，分別由六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，包括金融及銀行、零售、餐飲、物業管理、清潔及專業服務、主題公園、倉存服務及交通運輸服務等。

### 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
- 最傑出的參賽機構將獲頒發「香港工商業獎：顧客服務大獎」。

### 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。



### 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 27 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 6,000 retail outlets and employing about half of the local retail workforce. Member organisations include various types of retail businesses ranging from beauty products and cosmetics, catering and food, supermarkets, department stores, convenience stores, drug stores, watch and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores as well as suppliers, wholesalers and industry related service organizations.

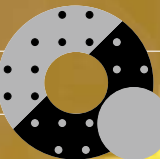
HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) and is the only representing organisation from Hong Kong. FAPRA members cover 17 Asian Pacific countries and regions.

### 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。過去二十七年來，本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，本協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

本協會乃香港主要的零售協會，至今會員公司店舖逾六千間，僱員數目約佔本港總零售僱員的二分之一。我們的會員公司網羅著各種零售公司類別，包括化粧品店、飲食及食品店、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶店、時裝飾物店、家具及居室用品、電子及電器、電訊、零售（服務）、專門店，以及供應商、批發商、及與業界相關的服務機構。

本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。



## 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.

## 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。

## 參加辦法

參賽機構必須呈交一份有關顧客服務的計劃書，其中須重點列明公司對優質顧客服務的見解，以及如何提升顧客服務的詳情。

## Enquiry 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

**I would like to have more information about the 2012 Hong Kong Awards for Industries : Customer Service**

**我想獲得更多有關 2012 香港工商業獎：顧客服務的資料**

Name of Company 公司名稱	<input type="text"/>	Nature of Business 業務性質	<input type="text"/>
Address 地址	<input type="text"/>	Telephone 電話	<input type="text"/>
Facsimile 傳真	<input type="text"/>	E-mail 電郵	<input type="text"/>
Name of Contact person 聯絡人姓名	<input type="text"/>	Title 職位	<input type="text"/>

## 鳴謝 ACKNOWLEDGEMENTS

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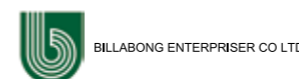
Regatex Manufacturers Ltd.



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RETAIL MANAGEMENT  
ASSOCIATION**  
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香港銅鑼灣禮頓道33-35號第一商業大廈10樓  
Tel電話: (852) 2866 8311  
Fax傳真: (852) 2866 8380  
Website網址: [www.hkrma.org](http://www.hkrma.org)

