

# Message from the Chairman of Hong Kong Management Association

## 香港零售管理協會主席獻詞

The Hong Kong Awards for Industries (HKAI), the unique award of this kind championed by the Hong Kong SAR Government, was launched to recognize outstanding achievement of Hong Kong enterprises and to promote the successful practices in different aspects of their performance. The Hong Kong Retail Management Association is proud to be the leading organizer for the Customer Service category of HKAI since its establishment.

Over the years, the Award has made encouraging development with an expanding portfolio of participating enterprises from service industry including retailing, banking and finance, catering, property management, telecommunication, travel agencies and various service providers.

The participating companies are applauded for their dedication to uphold quality service as their corporate core value. Customers' feedback is highly treasured and innovative service approach is adopted to meet customers' ever-changing needs. The management has also exhibited sincere endeavor in motivating frontline employees to willingly deliver exceptional customer service that exceeds customers' expectations.

I am most delighted to witness the great achievement that the Award has made in strengthening Hong Kong's reputation as an international service centre. Riding on this success, we hope enterprises in Hong Kong will continue their unwavering commitment in sustaining Hong Kong's superb service level.

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

香港工商業獎是獲香港特區政府鼎力支持的獎勵計劃，旨在表揚香港工商企業在不同範疇的傑出成就，並藉此推廣企業的成功策略和服務的理念。香港零售管理協會很榮幸能夠繼續成為香港工商業獎「顧客服務」組別的主辦機構。

近年參加「顧客服務」組別的企業數目不斷增加，參與的企業來自多個不同服務行業，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。

協會喜見參賽的企業把優質服務視為企業的核心價值。企業在制定整體策略時以顧客的意見為依歸，並採用靈活創新的服務模式，去配合顧客不斷改變的需要，而管理層更積極推動前線員工，自覺地為顧客提供喜出望外的優質服務。

獎項的設立進一步鞏固了香港作為國際服務中心的卓越地位，成績有目共睹。協會期望企業繼續追求卓越，與時並進，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」組別各得獎企業致以衷心祝賀。

Caroline Mak  
麥瑞琮

## 2012 Hong Kong Awards for Industries

### Customer Service Category

#### 2012 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 Shanghai Banking Corporation Limited – Retail Banking and Wealth Management

香港上海滙豐銀行有限公司 – 香港區零售銀行及財富管理業務

##### *Customer Service Award*

##### *顧客服務大獎*

Gilman Group – ToolBox  
太平洋行集團 – ToolBox

PrimeCredit Limited  
安信信貸有限公司

##### *Customer Service Certificate of Merit*

##### *顧客服務優異證書*

Bee's Diamonds

Cafe de Coral Fast Food Limited  
大家樂快餐有限公司

Hung Fook Tong Holdings Limited  
鴻福堂集團有限公司

## 2012 Hong Kong Awards for Industries:

### Customer Service Grand Award

### 2012 香港工商業獎：顧客服務大獎

*The Hongkong and Shanghai Banking Corporation Limited*

*- Retail Banking and Wealth Management*

*香港上海滙豐銀行有限公司*

*- 香港區零售銀行及財富管理業務*

#### **“Be a Service Buddy” Service Campaign**

HSBC is one of the world’s largest banking and financial services organisations, with well-established businesses in Europe, Hong Kong, Rest of Asia-Pacific, Middle East and North Africa, North America and Latin America, which serves around 89 million customers.

HSBC is one of the leading banks in Hong Kong. To sustain our leadership position in customer recommendation against competition, we continuously enhance our service quality which is a key driver for building long-term customer relationship and customer recommendation. In order to drive a “sales-through-service” culture among frontline staff in excelling service excellence, an integrated service campaign namely “Be a Service Buddy” was launched in 2011. The objective was to reinforce a service excellence culture and strengthen our competitive edge in order to ensure our leading position for a long-term business success.

To facilitate frontline staff’s better understanding of the learning objectives, the identified key service focus was translated into a simple Service Motto “Be a Service Buddy” and three easy-to-remember yet actionable service pillars :

- Friendly & courteous
- Solution-oriented
- Proactive servicing

A holistic service campaign covering multiple interventions was designed and implemented, via a four-stage process:

1. Understand customers’ voices and staff feedback
2. Establish service pillars with stakeholders’ endorsement
3. Develop mindset and paradigm shift, as well as strengthen skill set
4. Track & reinforce

To increase staff’s engagement and interest in the campaign, we have adopted a fun and relaxing learning approach with celebrity involvement. A local drama performer, Jim Chim (詹瑞文), acted as our service icon to kick off the campaign via a series of humorous videos promoting best service practices. Apart from enhancing staff’s service mindset, DJs including Vincci Cheuk (卓韻芝) and Josephine Ng (朱薰) were invited to be our coaches in uplifting staff’s communication skills via service skills enhancement workshops.

A comprehensive tracking and reinforcement mechanism was in place to ensure transfer of learning and driving sustainable service reinforcement. This includes customer commendation result, monthly service billboard, performance score-card, and surprise visits by the top management with Jim Chim (詹瑞文).

## Excellence Result

“Be a Service Buddy” was well-received by our colleagues which helped drive our service excellence with a sustainable culture, and ultimately improved customer satisfaction. According to the staff survey conducted after the campaign, nearly 90% of our frontline staff agreed with the skill set introduced can practically apply in their daily work. Besides, a record high click rate of over 110,000 clicks is registered.

In addition to the significant improvements on core service monitors and customer recommendation index, the volume of customer commendation also increased to a record high volume.

### 「友心，客戶更開心」服務計劃

滙豐是全球規模最大的銀行及金融服務機構之一，業務遍布歐洲、香港、亞太區其他地方、中東及北非、北美及拉丁美洲，為全球約 8,900 萬名客戶提供服務。

滙豐在香港銀行界一直保持著領導地位，我們深信「服務質素」是贏得客戶推薦及與客戶建立長遠關係的重要一環。因此，滙豐於 2011 年推出一個嶄新的服務計劃「友心，客戶更開心」，藉此推廣以優質服務達至‘sales-through-service’的全新服務理念；鞏固我們作為銀行業領導地位的長遠目標。

為使同事能更確實了解服務計劃的主題「友心，客戶更開心」，我們建立了三個服務準則：

- 「友心，友禮」
- 「友心，友計」
- 「友心，友多一步」

整個服務計劃更區分為四部分，以確保服務計劃的完整性：

1. 收集客人及同事意見
2. 建立服務準則
3. 發展服務理念及強化服務技巧
4. 成效評估及強化培訓

為加強同事們的投入和興趣，我們採用輕鬆幽默的教學方法，其中更邀請到香港活劇大師詹瑞文擔任我們的服務大使，主持一系列生動活潑的「詹 Sir」服務短片以啟發同事「友心」服務理念。除此以外，唱片騎師卓韻芝及朱薰更為我們主持星級講座以提高同事們的溝通技巧。

服務計劃更建立了一套完善的監察及強化培訓的機制以確保計劃的成效及持續性，其中包括顧客嘉許個案、記錄前線同事服務表現的每月服務排行榜、同事表現評估及管理層聯同詹瑞文進行的「友心」探訪等等。

## 服務計劃成效

「友心，客戶更開心」服務計劃除了得同事們的廣泛認同外，我們更憑著前線同事的努力，令客戶體驗我們的優質服務理念，以達至滿足客戶對我們服務的要求。根據我們進行的員工問卷調查，近 9 成員工也認同該計劃有助他們提升服務水平及加強服務文化。另外，我們的培訓網頁更錄得 11 萬點擊率，充分顯示同事的支持。

而在我們一些服務調查及客戶推薦指標數據上，更有顯著的進步。另外，我們收到顧客嘉許個案較計劃推出前錄得顯著增長。此確實顯示這個服務計劃的成果。

## 2012 Hong Kong Awards for Industries : Customer Service Award

### 2012 香港工商業獎：顧客服務獎

*Gilman Group*

*太平洋行集團*

*- ToolBox*

#### **“Fitness Check” for Home Appliances**

ToolBox, a Gilman Group Company (established in 1841), offers a comprehensive Home Appliances Maintenance and Services. Its vision is to be the Best-In-Class Customer Service Organization in Hong Kong and Asia.

#### **ToolBox’s Corporate Strategies – 4S & 3R**

The company aims to implement the 4-S Strategy in this campaign, namely Service Excellence, Spare Parts Management, System Support, and Sustainability. ToolBox advocates the “Product Lifecycle” approach on home appliances by applying 3R approaches promoting Returned, Refurbished, Re-owned.

#### **A New Service Dimension – Innovative & Practical**

Customers nowadays have a higher expectation on Services of Home Appliances. They anticipate from service provider for better product knowledge, higher product quality, longer product lifespan and more environmental friendly.

Based on the above findings, ToolBox devised a new service dimension, both innovative and practical, in Home Appliances Industry – namely ‘Fitness Check’ Service. This is a whole New Service Dimension being the first to deploy the concept of ‘Human Body Check’ into Home Appliances Industry. It did not only satisfy the higher expectations of customers but also further enhance the company’s 4S & 3R strategic initiatives.

#### **Prevention is Better Than Cure**

‘Prevention is Better Than Cure’. For the “Fitness Check”, ToolBox focuses on 4 areas – Rectifying technical queries, Educating proper usage and maintenance. Promoting energy saving and safety, Preventing future misuses. ToolBox’s Ambassador Teams composing of Customer Service Ambassadors and Technical Specialists are established to carry out the “Fitness Check” with Care and Professionalism.

#### **A Win-Win For All**

By taking care of the fitness of appliances, not only a high customer satisfaction achieved, but the environmental initiatives of sustainability were also fully implemented. For customers, they get better usage and longer product lifespan. For ToolBox, the company enhanced overall service efficiency with less wastage on resources and green support for long-term sustainable development.

The results are very encouraging with the achievements exceeding targets. ToolBox has also received multiple appreciation letters from customers which motivating staff’s engagement and self-enrichment to excel in their services.

This new service dimension “Fitness Check” promotes “Prevention is Better Than Cure”, exceeding customer expectations and enhance their satisfaction level, but also demonstrating care for environment, as well as setting a new high Industry Standard. It is a Win-Win for all.

ToolBox 為太平洋行集團旗下獨立服務機構，集團成立於 1981 年，提供全面性之家庭電器保養及維修服務，以成為香港及亞洲最優質之顧客服務機構為使命。

### **ToolBox’s 企業服務策略 – 4S & 3R**

ToolBox 一直貫徹執行 4-S 服務策略，即**優質服務、零件管理、系統支援及持續發展及環保**。企業亦不斷提倡 3R 產品生命循環系統，推廣回收、重修、循環再用（如捐贈）等，務求令產品從購買至棄置都能得到照顧，還可提供替代型號以延續服務。

### **新思維新角度，既創新又實用**

顧客對家電服務期望不斷提高，他們期望提高產品知識，產品質素更高水準，產品物盡其用，節能及可持續性。

ToolBox 設計了一項具前瞻性，既創新又實用之服務，定名為「機檢服務」。這新思維、新角度是首次將身體檢查之概念應用到家電行業，不單能滿足顧客之要求，更切合公司的 4S 及 3R 策略理念。

#### **『預防勝於治療』**

「預防勝於治療」，ToolBox 推行既創新又實用之「機檢服務」，集中於四方面，既疑問之糾正、使用之教育、節能之推動、誤用之避免。為此 ToolBox 成立了專業服務大使團隊，包括顧客服務大使及專業檢測人員，以達致專業且細心的服務。

### **全面多贏結果**

「機檢服務」對各方都能達致真正雙贏，亦對家電行業提出新高服務標準及對顧客的生活作出改善。令顧客使用更優化、產品更長壽；ToolBox 服務效率提升，資料更善用，服務更環保。

「機檢服務」效果及顧客反應都令人非常鼓舞，ToolBox 還收到顧客及來自各方之多份讚賞信，大大增強員工之投入感及積極自我提升服務水準的動力。

嶄新的「機檢服務」實踐了「預防勝於治療」，令電器保持健康，不但超越客戶所想，提高客戶滿意度，亦貫徹企業環保使命，同時提高行業服務標準，達至全面多贏結果。

## 2012 Hong Kong Awards for Industries : Customer Service Award

### 2012 香港工商業獎：顧客服務獎

*PrimeCredit Limited*  
安信信貸有限公司

#### **Commitment in Service & Spelling Excellence**

PrimeCredit Limited, founded in 1977, is a wholly-owned subsidiary of Standard Chartered PLC. Over thirty years, PrimeCredit has been endeavoring to provide a wide range of products and services. Being a customer-centric company, PrimeCredit is dedicated to provide customers with comprehensive and flexible financing services in quality and professional manner with commitment in advancing our service standard through professional trainings to frontlines.

To provide truly customer-centric and quality services, “Service & Selling Excellence Enhancement Programme” was introduced to the frontlines. The Programme has successfully established and promoted the service excellence culture in the company through staff participation and peer influencing. A Service Excellence Commitment Day is also organized every year. Through group activities and games, it helps strengthen the determination of the frontlines in quality customer services and also the commitment in providing excellent service as their primary goal. Meanwhile, “7 Service Voices” was also introduced to familiarize staff with various service standards when approaching our customers; including Greeting, Gratitude, Comfort, Acknowledgment, Response, Inquiry and Goodbye.

To enhance customer service standard, an all-rounded training program is very essential. PrimeCredit is committed to provide comprehensive service and selling excellence training to the frontline staff aiming at continuously advancing our professional service standard. Last year, a “Professional and Career Development Programme” was introduced. By encouraging frontline staff’s voluntary participation, the programme not only helped build up the self-confidence of the staff, it also developed their sense of belonging to the company. With some tailor-made training, the service standard of the participating staff had also been upgraded considerably.

In order to gain better understanding of our customers’ needs and their expectation on PrimeCredit, we have conducted a series of customer satisfaction surveys. Reviewing customers’ feedback in our service area, it provides us opportunities to identify rooms for improvement so as to enhance our service standard. Last year, we achieved 5 out of 6 in overall customer satisfaction index from the Annual Customer Satisfaction Feedback Survey implying that customers were highly satisfied with our excellent service standard.

#### **承諾優質服務·以客為本**

安信信貸有限公司成立於 1977 年，為渣打集團之全資附屬機構。三十多年來不斷提供多元化的信貸服務，一直堅守「以客為本」的精神，致力為客戶提供別具彈性及全面周到的信貸服務，透過專業培訓，提升前線員工的服務水平，務求為客戶提供優質及專業的服務。

為了提供一個真正「以客為本」的優質顧客服務，安信信貸特別為前線員工推行「卓越顧客服務提升計劃」，透過員工參與及互相感染，為公司建立及推動整個卓越服務文化。此外，安信每年均會舉辦「服務承諾日」，以小組活動及遊戲形式加強員工對優質顧客服務的決心，並承諾以提供卓越顧客服務為首要目標。同時我們引入「7 種服務聲音」的服務指引；包括歡迎聲、致謝聲、放心聲、交待聲、回應聲、提問聲及道別聲，務求幫助同事強化相關服務行為。

要提升客戶服務水平，完善的培訓計劃亦相當重要。安信信貸每年都會為前線員工提供全面的服務及銷售技巧培訓，希望透過各類型的訓練課程，讓員工的專業服務水平持續提升。去年，我們更特別舉辦「您是人才，請行出來」的專業人才發展計劃，透過鼓勵前線員工自發參與，提升他們的自信心及對公司的歸屬感，加上多項度身訂造的培訓提升計劃，令參與員工的服務水平大大提升。

為進一步了解顧客需要，及對安信信貸的服務期望，公司進行了一系列的顧客滿意程度及意見調查，藉此了解顧客對公司客戶服務的評價，檢討公司的服務是否有改善空間，從而持續提升前線的服務質素。去年的週年顧客滿意程度調查，以 6 分為滿分，整體顧客滿意程度的平均分達到 5 分，反映出顧客滿意及認同我們同事的優質顧客服務。

## 2012 Hong Kong Awards for Industries : Customer Service

### Certificate of Merit

#### 2012 香港工商業獎：顧客服務優異證書

*Bee's Diamonds*

##### **Customer Service Pledge – A Promise is a Promise**

Being a full-service diamond supplier, Bee's Diamonds incorporated various strategies to transform itself from a traditionally wholesale based business into a retail customer service center that provides fine quality diamonds coupled with VIP-style "personalized services that cannot be found anywhere else". Bee's Diamonds upholds the principle of providing 3Ps to all customers, regardless of their purchase of a 1 or 30 carats diamond – "Professionalism, Personalization and Post-Sale Care" with four FREE guaranteed attitudes – Fluency, Responsiveness, Efficiency and Empathy.

Combining expert knowledge of the diamond wholesale market with luxurious customer service, the service philosophy of Bee's Diamonds is unique from jewellery stores. It builds and nurtures life-long relationships with customers by equipping them with neutral, gemological knowledge and insider diamond market news. Its Client Service Manager ("CSMs") are professional gemologists with years of experience dealing in diamonds. They are trained to share their expertise and market information with individuals using easily understandable theories. Through every service encounter, our CSMs go above and beyond their duties to provide personalized butler typed service that can leave a lasting, memorable impression, which include anything from free jewellery designs, door to door delivery, private previews, arrangements of proposal plans, photography, personalized engravings to personal styling and shopping service. Customers can also enjoy privacy without the interference of observation from pedestrians in our Central studio where separately built in guest rooms are prepared for their exclusive enjoyment.

We also run regular diamond appreciation workshops and investment seminars for our customers to advance their knowledge of diamonds. To increase transparency of the mysterious diamond trade, all invoices and receipts clearly break down the cost involved for each customized jewellery pieces, including the weight of gold used, diamond costs and labour charges.

Our customer service strategy has humbly earned us the Hong Kong Tourism Board's Service Scheme accreditation and we have been awarded as one of the highest scored jewelers in Hong Kong for two consecutive years.

Bee's Diamonds 突破本身是傳統鑽石批發商的框架，把嶄新流暢的貴賓式概念 3Ps – 專業 (Professionalism)、度身個人化 (Personalization) 和售後服務 (Post-Sale Care)，並把批發商的專業行內知識及 FREE 服務宗旨保證 – 服務流暢性 (Fluency)、熱誠回應 (Responsiveness)、效率 (Efficiency) 及相向溝通 (Empathy) 帶給零售顧客。

Bee's Diamonds 的客戶服務有別於一般的珠寶銷售，並連續兩年榮獲了香港旅遊局優質品牌計劃最高得分的珠寶商之一。Bee's Diamonds 的服務經理均是具備多年經驗的鑽石或寶石專家，具備專業知識和市場觸覺，能為客戶分析每顆鑽石的特點，提供中肯的意見，全程貼身跟進客戶所需。為與顧客建立長遠友好關係，Bee's Diamonds 會根據顧客的個別情況，為他們製造驚喜；如內部珠寶設計師會提供色費度身設計、免費送貨、產品預覽、求婚佈局安排、專業攝影、個人造型等。為增加透明度，所有發票和收據會清楚列明訂製首飾的成本，包括黃金重量，鑽石價錢和人工。Bee's Diamonds 在未來

將會繼續秉承這服務宗旨，承諾為客人提供更優越的個人化鑽石服務。

## 2012 Hong Kong Awards for Industries : Customer Service

### Certificate of Merit

#### 2012 香港工商業獎：顧客服務優異證書

*Café de Coral Fast Food Limited*

大家樂快餐有限公司

#### **Pursue excellence in customer service**

Café de Coral regards customer satisfaction as its utmost priority and seeks on-going improvement in customer service. Through professional and systematic training, the motto of providing “heartfelt service” is planted in the mind of Café de Coral’s front-line servicing staff. We encourage our staff to regard customers as their friends & families and provide caring and attentive service.

Café de Coral continuously enhances its service quality by systematic collection of customer opinions and objective evaluation of its service level. Mystery Shoppers Program is carried out on an on-going basis providing objective evaluation of its service level from a customer perspective. The customer feedback and frontlines staff opinions contribute to our service improvements and innovations. For examples, the launch of “Automatic Ticketing Machine” in commercial area, helps to reduce customers’ waiting time. The installation of “Self-service Counter” stocked with utensils and seasonings offers added convenience. “Ticket No. Display Board” creates a more tranquil dining environment. Moreover, our staff help customers to find their seats during rush hours and serve people in need with dishes so that they could seat back and relax.

As a pioneer in the fast food industry, Café de Coral introduced its 5<sup>th</sup> Generation (5G) concept store aiming to provide a more spacious and comfortable dining environment. The new 5G store is a cozy and relaxing place where busy patrons can find a quick and casual bite to fit their tight schedules. The mix and match of tables and chairs could easily fulfill the dining needs of small groups of four to six or even big groups of ten people, giving customers a unique dining experience.

#### **「以客為本」提供卓越服務**

「以客為本」是大家樂的核心價值，強調事事以顧客為中心並「持續改善」服務。大家樂以專業而系統化的培訓，將「以客為本」的精神植根於每個員工的心內，並透過培訓鼓勵員工將心比己，把顧客當成家人或朋友，提供更貼心的服務。

大家樂定期推行「神秘顧客服務調查」及經常從不同渠道收集顧客意見，以監察及評估服務水平，從而「持續改善」服務。收集得來的顧客及前線員工意見，促成我們推出多項創新優化設施及服務，如於商業區設立「自助售賣機」減少顧客排隊時間、設置「自助專櫃」讓顧客自由取用餐具及調味料、安裝「號碼顯示屏」代替叫咪令環境更清靜、於繁忙時間為顧客找座位以及為有需要顧客供送餐服務等。

大家樂走在同業之前，推出全新第五代概念店，設計著眼於提供最佳的「空間感」及「舒適度」。多元化的餐桌及座椅設計輕易配合四人、六人甚至十人組合同一用餐的需要，提供不一樣的用餐體驗。

## 2012 Hong Kong Awards for Industries : Customer Service

### Certificate of Merit

#### 2012 香港工商業獎：顧客服務優異證書

*Hung Fook Tong Holdings Limited*

鴻福堂集團有限公司

#### **Beyond service : Care for Healthy Spiritual Development**

Hung Fook Tong is a Chinese herbal tea company, started the business journey in Hong Kong since 1980s. Under the main mission “Naturally Made, Wholeheartedly Good”. Hung Fook Tong persists to use genuine ingredients in and add no preservatives to the products. In order to promoting “Mom’s spirit”, a similar warm feeling of “mom-made food”, Hung Fook Tong aims to provide varieties of Herbal Jelly, Healthy Herbal Tea and home-made soups with satisfied quality to customers.

Under “Mom’s spirit”, Hung Fook Tong would like to treat and care customers as sons and daughters. Therefore, Hung Fook Tong launches a scheme of “Care for Healthy Spiritual Development”, combining the herbal cultures into customer services, and promoting the concepts of preservation of good health from shops to community. The aim of the scheme is to encourage customers can bring the professional herbal knowledge concepts into their daily life and their monde, thus , spreading continuously herbal experiences on Hung Fook Tong’s herbal culture to customers.

Herbal knowledge and customer service training is provided to educate Herbal Ambassadors, who actively providing herbal knowledge related to health, and solving some customers’ enquires about health. Besides, the design of stores, seasonal leaflets and monthly newsletters provide a relax environment for customers to gain herbal knowledge and to reduce stress from the bustle life. In order to raise the awareness of preservation of health in the community by herbal customer service, Hung Fook Tong establishes HFT Herbal Tea Cultural Museum for public visiting and offers health talks to cater for the needs of different customers and organizations.

#### **照顧客人身心靈健康發展**

鴻福堂集團建基香港，於 1986 年開業以來，以「真心製造·自然流露」為宗旨，堅持採用真材實料及無添加原則，為顧客帶來多元化的調補膏品、自家涼茶及湯飲等產品，做到「幾乎有阿媽咁好」。

「阿媽精神」驅使鴻福堂將顧客視作子女般照顧，所以鴻福堂推出一系列的「身心靈健康發展」計劃，在顧客服務中加入草本元素，將健康養生文化推廣至家庭及社區層面，使顧客把保健資訊帶回家中，成為一個持續性的服務體驗。

鴻福堂致力於培育擁有豐富草本知識的草本大使，協助解答顧客草本養生問題，並為顧客提供即時養生意見及產品推介，亦增設健康養生刊物、改善分店環境等，讓顧客身心靈獲得休息。為進一步推廣草本文化，鴻福堂成立涼茶文化館並對外開放給團體參觀，亦舉辦養生講座，讓參觀人士體驗身心靈洗滌之旅。

## 2012 Hong Kong Awards for Industries : Customer Service

### 2012 香港工商業獎：顧客服務

#### 1 *Members of Phase I Judging Panel*

##### *第一階段評審委員會*

Ir. Ricky Leung

梁建誠先生

Principal Consultant, Business Management, Hong Kong Productivity Council

香港生產力促進局內地業務及企業管理部首席顧問

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

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*

Dr. Lawrence Tsang

曾瑞強博士

Associate Dean/Head of Administration, School of Continuing Education, Hong Kong Baptist University

香港浸會大學持續教育學院副院長／行政總監

Mr. Chua Hoi Wai

蔡海偉先生

Business Director (Policy Research and Advocacy), The Hong Kong Council of Social Service

香港社會服務聯會政策研究及倡議業務總監

Mr. Johnny Chan

陳志華先生

Director, Attraction & Guest Services, Hong Kong Disneyland Resort

香港迪士尼樂園度假區遊樂設施及賓客服務總監

Mr. Buston Chu  
 朱溢潮先生  
 Chairman, Hong Kong Association for Customer Service Excellence  
 香港優質顧客服務協會主席

Ms Ming Kwan  
 關建明女士  
 Senior Manager (Customer Service), Hongkong Post  
 香港郵政高級經理（顧客服務）

### *3 Members of Final Judging Panel* 最終評審委員會

For 2012 Hong Kong Awards for Industries : Customer Service, Innovation and Creativity, Productivity and Quality, and Technological Achievement  
 2012 香港工商業獎：顧客服務、創意、生產力及品質、科技成就組別

Ms Linda P S So  
 Assistant Director-General of Trade and Industry  
 Trade and Industry Department  
 蘇碧珊女士  
 工業貿易署助理署長  
 (not judging panel member 非評審委員會成員)

Ms Ruth Au  
 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 Yu  
 Immediate Past Chairman,  
 Industry and Technology Committee  
 (Chairman, China 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前任主席  
 （中國委員會主席）

Ir 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

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 Tony F Chan  
Chairman of the Final Judging Panel  
President  
The Hong Kong University of Science and Technology  
陳繁昌教授  
最終評審委員會主席  
香港科技大學校長

## *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 29 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 6,700 retail outlets and employing over 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.

### *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。過去二十九年來，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，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六千七百間，僱員佔本港總零售僱員超過二分之一。本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。

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。

## **2012 Hong Kong Awards for Industries : Customer Service**

### **2012 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”, 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 retailing, banking and finance, catering, property management, telecommunication, travel agencies and various service providers.

#### **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.

## **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.

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「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。

## 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。

## 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 查詢**

TEL 電話：2866 8311

FAX 傳真：2866 8380

WEBSITE 網址：[www.hkrma.org/en/awards/hkai.html](http://www.hkrma.org/en/awards/hkai.html)

## Hong Kong Awards for Industries : Customer Service

### 香港工商業獎：顧客服務

*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

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

End of the Form  
表格完結

## 鳴謝 ACKNOWLEDGEMENTS

### 白金贊助機構 PLATINUM SPONSORS

香港上海滙豐銀行有限公司 The Hongkong and Shanghai Banking Corporation Limited  
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上海商業銀行有限公司 Shanghai Commercial Bank Limited  
翔龍有限公司 Regatex Manufacturers Ltd.  
偉易達集團 VTech Holdings Limited  
萬威國際有限公司 IDT International Ltd.  
雅芳婷有限公司 A-Fontane Company Limited

### 銀贊助機構 SILVER SPONSORS

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金山工業(集團)有限公司 Gold Peak Industries (Holdings) Limited  
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嘉里控股有限公司 Kerry Holdings Limited  
群邦實業有限公司 Billabong Enterprises Company Limited  
科譽(香港)有限公司 POSH Office Systems (HK) Ltd.

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晶苑集團 Crystal Group  
九龍巴士(一九三三)有限公司 The Kowloon Motor Bus Co (1933) Ltd.  
裕華國產百貨有限公司 Yue Hwa Chinese Products Emporium Ltd  
香港玩具廠商會 The Toys Manufacturers' Association of Hong Kong  
香港玩具協會 Hong Kong Toys Council  
金柏科技有限公司 Compass Technology Company Limited  
恒通資源集團有限公司 Hang Tung Resources Holding Limited  
正昌集團 Dunwell Group  
廣新行有限公司 Kwong Sun Hong Limited