

香港工商業獎
2013
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





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 2013 Hong Kong Awards for Industries which is a unique award of this kind championed by the Hong Kong SAR Government. The Customer Service category was launched to improve Hong Kong's overall standard of customer service by giving public recognition to outstanding companies.

Over the years, the Award has received keen participation from an expanding portfolio of enterprises ranging from large corporations to SMEs in the service industries including retailing, airlines and travel agencies, catering, department stores, medical services, property management, storage service, telecommunication, and more.

The enthusiastic participation truly reflects the ever increasing emphasis of customer service in the business community. It is evident that all the participating companies have not only demonstrated a strong commitment in service delivery, but also strived for their best in uplifting customer experience that goes far beyond expectations. Their good efforts and achievements should be applauded by the industry and the community.

Hong Kong is renowned as an international service centre and customer service excellence has become one of the keys to success. To sustain our competitive edge, we hope enterprises in Hong Kong will continue their unwavering commitment and endeavors in driving Hong Kong's service standard to new heights.

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.

香港零售管理協會很榮幸能夠繼續成為2013年香港工商業獎『顧客服務』組別的主辦機構。香港工商業獎是獲香港特區政府鼎力支持的獎勵計劃，『顧客服務』組別獎的設立旨在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。

近年參加『顧客服務』組別的企業數目不斷增加，獲得越來越多從事不同服務行業的企業參與，包括零售、航空及旅遊服務、餐飲、百貨公司、醫療服務、物業管理、倉存及電訊服務等。

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。協會喜見參賽的企業對提升服務水平有著強大的承擔，以誠懇和主動的服務態度積極為顧客提供喜出望外的優質服務；這些努力成果實在值得業界及社會的認同和鼓勵。

香港被譽為國際服務中心，服務水平在國際上名列前茅。協會期望各行各業繼續追求卓越，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

**2013 Hong Kong Awards for Industries
Customer Service Category**

2013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**

**HKT Limited – Commercial Customer Services
香港電訊有限公司 – 商業客戶服務**

HKT

Customer Service Award 顧客服務獎

Bonluxe (Asia) Ltd
葆露絲(亞洲)有限公司

BONLUXE 葆露絲
Lingerie from Japan

日本功能內衣

Success Light Investments Ltd
– Prince Jewellery and Watch
勝光投資有限公司 – 太子珠寶鐘錶

PRINCE 太子
珠寶鐘錶 JEWELLERY & WATCH

Customer Service Certificate of Merit 顧客服務優異證書

Hong Kong Productivity Council
– SME One
香港生產力促進局
– 中小企一站通

SME
One

Marks and Spencer
(Asia Pacific) Limited

Only at
M&S
MARKS & SPENCER

Missha (HK) Limited
美莎(香港)有限公司

MISSHA 

Ngong Ping 360 Limited
昂坪360有限公司

NGONG
坪PING 360

愛上藍·戀上綠
It's blue. It's green. It's love naturally

Tai Yau Storage Group Ltd
– Apple Storage
大有倉集團有限公司 –
蘋果迷你倉

 **apple**
STORAGE
蘋果迷你倉

2013 Hong Kong Awards for Industries: Customer Service Grand Award 2013香港工商業獎：顧客服務大獎



HKT Limited – Commercial Customer Services 香港電訊有限公司 – 商業客戶服務

HKT

HKT is Hong Kong's premier telecommunications service provider, providing the Hong Kong public and local and international businesses with a wide range of quality telecommunications services. HKT is headquartered in Hong Kong and maintains a presence in mainland China as well as other parts of the world. "Customer-focused" is a core value of HKT. We offer comprehensive customer support through various channels including 10 customer service centers across Hong Kong, representing one of our key differentiators in the telecom industry. Commercial Customer Services of HKT is responsible for providing high value commercial customers with premium account service.

"Here to Serve: good to GREAT" Service Excellence Program

Our service motto is "Here to Serve", inspiring all staff for a total customer-focused organization. In 2012, we launched the "Here to Serve: good to GREAT" Service Excellence Program to further enhance the satisfaction level of our commercial customers through a 5-stage strategic approach:

1. Survey Customer Needs
2. Enhance Service Management System
3. Develop Staff Professionalism
4. Build Service Culture
5. Monitor Effectiveness

Here To Serve

香港電訊是香港首屈一指的電訊服務供應商，為全港市民、本地及國際商界提供一系列優質的電訊服務。香港電訊以香港為總部，業務據點遍及內地以及世界其他國家及地區。「以客為先」是香港電訊的重要核心價值。我們透過包括於本港設立的10間客戶服務中心等不同的渠道，提供全面的客戶支援，此為我們於電訊行業的獨有優勢之一。香港電訊商業客戶服務負責向尊貴的商業客戶提供優質的客戶服務。

「摯誠為你 - 好> 很好> 非常好」卓越服務提升計劃

香港電訊的服務格言是「摯誠為你」，帶動全體員工將香港電訊提升為更全面以客為先的機構。針對商業客戶，我們於2012年推出「摯誠為你 - 好> 很好> 非常好」卓越服務提升計劃，透過五個策略階段，進一步提升客戶滿意程度：

1. 問卷調查確定客戶需要
2. 優化服務管理系統
3. 培訓專業員工
4. 建立服務文化
5. 監察成效



Service Culture Building and Reinforcement

The core stage is service culture building. We organized a “Here to Serve” Service Excellence Culture Day for staff. Different team games such as the poster design competition aimed to strengthen their team spirit to achieve total customer satisfaction. Their poster designs were adopted for making memo pads as giveaways to colleagues and customers. To reinforce our “Here to Serve” service culture, we have annual company and quarterly department gatherings to reward outstanding performers regularly.

Remarkable Results

The program has yielded remarkable results. We recorded significant increase in our customer satisfaction index, customer compliments and sales referrals. Colleagues have received many internal and external awards in recognition of their outstanding service. Our staff also initiated service innovations to facilitate closer communication with customers. For example, we share with our customers the mobile numbers of our customer service staff and the direct lines of the senior management team. Our customers have been impressed by such initiatives which reflect our total commitment to service excellence.



建立及鞏固服務文化

建立服務文化是此項計劃的核心階段，我們舉辦一個大型「摯誠為你」卓越服務文化日，當中有不同的集體遊戲，如海報設計比賽，目的是加強員工的團隊合作精神，為客戶提供稱心滿意的服務。我們更以員工的海報設計製成便條紙，送給同事及客戶。為鞏固「摯誠為你」服務文化，我們定期透過公司年度及部門季度的聚會，表揚卓越服務人員。

計劃成效顯著

此項計劃取得顯著的成效，除了客戶滿意度提升外，客戶嘉許個案及銷售推介亦錄得大幅的增長，而不少公司內部及業界的獎項均對同事的卓越服務予以肯定。此外，員工自發提出不少創新的建議，如向客戶提供客戶服務人員的手提電話號碼及高級管理層的直線電話號碼，以促進與客戶更緊密的溝通。這些舉措令客戶深深體會香港電訊摯誠為客戶服務的承諾。



Bonlux (Asia) Ltd 葆露絲(亞洲)有限公司

BONLUXE 葆露絲
Lingerie from Japan

日本功能內衣

'Servicing From Heart' Campaign

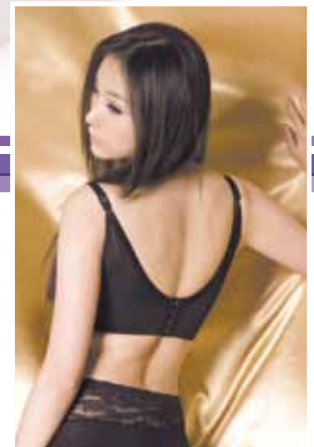
In Japan, Shape-up Lingerie has a history over 40 years. Bonlux (Asia) Limited introduced Shape-up Lingerie to Hong Kong since 1995 and entered China market in 2002. Meanwhile, Bonlux has its own specialty shops in HK, Beijing, Guangzhou and Shenzhen. Even though Bonlux has become the most reputable market leader and fastest growing retail company selling Shape-Up Lingerie in Asia, we believe 'Service Quality' is the key element for achieving long term success. In 2007, Bonlux had designed 'Servicing From Heart' campaign and introduced every staff to carry out.

The 'Servicing From Heart' campaign includes three main areas : 1) Guarantee of Product Efficacy, 2) In-depth Product Knowledge, 3) Superior Customer Service. We believe the solely Superior Customer Service just gives the instant shopping happiness to customers. In order to change customers to loyalty customers, they must have long lasting happiness & satisfaction to Bonlux's lingerie when they experience our 'Servicing From Heart' campaign.

「以人為本、由心出發」服務計劃

葆露絲功能內衣於日本已有40多年歷史，1995年成功引入本港，更於2002年進軍中國市場，現在香港、北京、廣州及深圳各地設有專門店。雖然葆露絲是功能內衣市場之領導者，但深信提供「優質顧客服務」才是長久成功的主要元素，所以早於2007年便定立「以人為本、由心出發」服務計劃，推廣至每一位員工去執行。

葆露絲優質服務策略，是圍繞三大方向：「產品功效承諾、專業產品知識及優質服務」。因為葆露絲深信如果優質服務只環繞「服務」一環，是一個「短暫」的優質服務，只能保證顧客在購物那一刻有開心的經歷；但葆露絲想提供的是一個「長久」的優質服務，即是希望顧客在購物前、中及後都擁有開心的經歷。



Bonlux also sets up the comprehensive implementation plan and evaluation system to monitor the performance and result. The evaluation tools are mystery shoppers program, customer commendation results and qualitative & quantitative market researches. Based on the obtained data, 'Servicing From Heart' Campaign will be adjusted and modified.

Excellent Result

After running the service program for 7 years, the results are encouraging with the achievements reach management's expectation. We had other awards and recognition which are :

- ◆ 2008 & 2011 Annual Quality Service Award from MTR Property Management
- ◆ 2012 SME Retail Quality Service Award – Silver Award from HKRMA



為確保服務計劃能真正提供優質服務給顧客，我們建立了一套完善的執行計劃及評估機制，去監察成效及進行修訂，其中包括內部神秘顧客評估、外部神秘顧客比賽、顧客意見信及市場調查報告等，從而根據報告結果，繼續修正及改良，強化服務計劃。

服務計劃結果

經過數年的計劃推行及修正，葆露絲的優質服務計劃已到滿意程度，如要量化成效，深信超過90分以上，能達到管理層之要求；雖然未能接近完美，但已獲得不錯成果，葆露絲最近獲取其他獎項：

- ◆ 2008年及2011年榮獲地鐵商場頒發之「全面優質顧客服務計劃」
- ◆ 香港零售管理協會頒發的「零售中小企2012年優質服務獎銀獎」

2013 Hong Kong Awards for Industries: Customer Service Award

2013香港工商業獎：顧客服務獎



Success Light Investments Ltd – Prince Jewellery and Watch 勝光投資有限公司 – 太子珠寶鐘錶

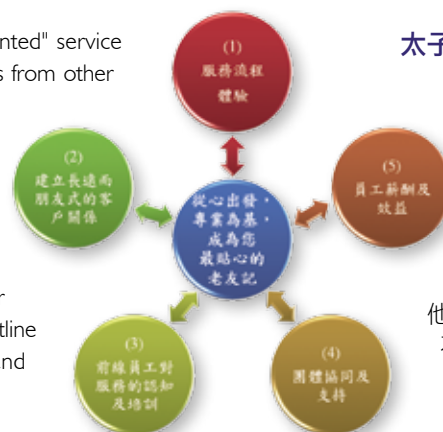
PRINCE太子
珠寶鐘錶 JEWELLERY & WATCH

Prince Jewellery & Watch Company, founded in 1984, is one of the most established and renowned watch and jewellery retailers in Hong Kong. Prince currently operates over 20 strategically located retail outlets in Hong Kong, Macau and China. Adherence to our founding values of service excellence, Prince offers customers a wide array of luxurious timepieces and fine jewellery from all over the world, and has just launched our own jewellery brand – Peonia Diamond.

太子珠寶鐘錶於1984年正式成立，現於中港澳擁有廿多間零售店舖，是香港其中一間最具規模及信譽超著的珠寶鐘錶零售商。公司以提供最優質服務為使命，致力為顧客搜羅世界各地手錶品牌，同時揀選優美典雅的鑽飾和寶石等鑲配珠寶，及推出自家珠寶品牌—愛彼麗 (Peonia) 鑽飾系列，款式新穎、高貴爾雅。

The Prince's 5 Elements Service Model

Prince strives to instill a "Customers First, People Oriented" service culture in the company which can differentiate ourselves from other retailers. Driven by the Prince's 5 Elements Service Model, our frontline associates are dedicated to helping customers make the right choice by providing heartfelt and professional advice. Being a witness to customers' precious moments from new life, marriage, graduation to business success, we aim to establish long term relationship with all of our customers instead of just a one-off transaction. Our frontline associates are not only their advisers of jewellery and watches, but also become buddies - "Friends for life"!



太子珠寶鐘錶「五環服務理念模式」

太子珠寶鐘錶一直積極推行『以客為先，以人為本』的優質服務文化，冀望能在業界中脫穎而出。透過貫徹執行「五環服務理念模式」，前線員工向每位客人提供體貼又專業的意見，協助選購最貼心的腕錶首飾，一同見證他們人生裡每個珍貴時刻，從而建立不只是單次銷售交易的關係，成為客人的『終身老友記』！



從心出發，專業為基，成為您最貼心的老友記
*Becoming your buddy, we delight you with
 Passion and Expertise)*

To delight our customers with a seamless “Customer Experience” at Prince, we have implemented the ‘Accounts Officer’ service policy. Each customer is assigned a ‘designated officer’ who will provide professional service, help the customer to choose; and keep track of his/her shopping experience with us from the very first time and thereafter. We care a lot about our customers’ after-sales experience.

In order to analyze customer and sales data in a timely and systematic way, Prince successfully developed a CRM system. It can serve as an interactive platform between the company and customers for effective communication. Our frontline associates can use their own “Customer Log Book” to record customers’ requests, enquiries, purchase history for easy reference and follow-up purposes.

Furthermore, we organize ongoing training and conduct regular on-site coaching for our frontline associates to reinforce their awareness and skills of quality service, sales and relationship building. To ensure effectiveness in our service strategy, we consistently measure and track frontline associates’ service level and the repeat-customer order rate through periodic customer surveys and CRM data analysis. Those with outstanding performance will be recognized by non-monetary prizes, job promotion and salary increase.



為能提供「超越期望」及一絲不苟的顧客服務體驗，每位客人都會被安排由一位「專屬服務專員」接待，協助他們找到『心頭好』，再作售後服務跟進。確保顧客由第一次開始和以後每次也會滿意地離開店舖，甚至關注他們使用過程中的感覺或親友收到禮物後的反應。

公司成功開拓了CRM系統，方便記錄和分析客及交易的資料，亦可透過電子平台與客人有更多互動及溝通。每位前線員工都會有『客戶跟進紀錄冊』，讓前線員工即時記下客人資料、產品查詢及購物紀錄，以便作出跟進。

公司透過不同的培訓課程及在分店實地指導演練，加強前線員工待客服務及鞏固客戶關係的意識和技巧。為確保成效，公司在員工對客服務及增進與客戶良好關係方面會不斷作出評估追蹤。表現出色的前線人員不只會被表彰，公司亦會在薪酬及晉升機會上多方面來答謝他們的努力。



SME
One

Hong Kong Productivity Council – SME One 香港生產力促進局 – 中小企一站通



“Creating Value for SMEs” is one of the corporate strategies of the Hong Kong Productivity Council (HKPC). Through the establishment of SME One, HKPC aims to provide a repository of information under one roof on funding schemes, latest IT, business and financial solutions for the local SMEs.

There are over 30 funding schemes available in the market administered by various industry support organizations in Hong Kong and PRD. SMEs very often find it difficult to identify schemes that best fit their needs. By providing a one-stop access to information on funding and support schemes of Hong Kong and mainland governments, financing options in the private sector, and the most up-to-date IT applications, SME One aims to smooth out the hassle.

SME One is more than just an information centre. Its dedicated Ambassadors are ready to provide useful information on funding schemes, business knowhow and networking opportunities for SMEs. Through free consultation sessions, SME One Ambassadors are tasked to help SMEs identify appropriate funding schemes and offer hand-holding advice to facilitate their applications. To keep SMEs abreast of the latest market developments, SME One organizes regularly knowledge sharing workshops to help SMEs enhance their operation efficiency and competitiveness. In just over a year, SME One has organized over 130 workshops attended by some 6,500 SMEs.

SME One is ready to walk the extra mile and continue to bring in more value-added services to SMEs in Hong Kong.



本着「為中小企創富增值」的企業策略，香港生產力促進局(生產力局)設立SME One中小企一站通，讓香港中小企在一處地點就能便捷地掌握有關各項資助計劃、資訊科技、營商及融資項目的信息。現時，香港及珠三角有超過30個支援本地中小企的計劃。生產力局明白到中小企面對林林總總的支援計劃，往往難以找到適合的資助計劃，所以生產力局希望透過SME One協助企業用最快捷有效的方式，了解各類資助詳情。

SME One的服務遠遠超越一般資訊中心。SME One的專業大使會因應企業的獨特需要，提供適切而免費的諮詢服務。SME One亦會經常舉辦各式講座和活動，目的為增進中小企的營運效率和競爭力。過去一年多，SME One已經舉辦超過130個講座，參加企業超過6,500間。SME One將會繼續本着「為中小企多走一步」的精神，為本港業界貢獻力量！





Marks and Spencer (Asia Pacific) Limited

130 Years Dedication To Excellence



Since 1884, Marks & Spencer has dedicated to provide the excellent retail service to the customers from the world. With more than 700 stores all over the country

now, M&S has already developed into one of the leading retailers in the UK. Over the past 129 years, the company continues growing their network internationally, which added 420 M&S global stores, over Europe, Middle East and Asia-Pacific region, to their business.

During the last century, M&S has always aim to provide the most stylish, high quality and great value clothing, lingerie, homeware as well as food & beverages to their customers, and above all, excellent and professional customer service is of vital importance of the company's core value. In 2009, M&S Hong Kong launched the "Total Service Campaign", a 3-year customer service solution for all the staffs in their sales team. The Campaign includes training programme from basic skills such as product knowledge, correct appearance and attitude towards customers to some professional customer service techniques, thus, the whole sales team of the company are well-equipped to perform excellently in front of every customer.

Not surprisingly, M&S won the award in Department Stores category of 2010 "Service & Courtesy Award" of the Hong Kong Retail Management Association immediately after the Total Service Campaign launched, and their outstanding service keeps winning the heart of the customers that M&S sales team member won the same award in 2012. These awards not only serves as an acknowledgement of the sales team, they also greatly enhance staffs' confidence and competitiveness, which fundamentally prepare them to perform excellently to every valued customer.

專業卓越 竭誠服務顧客

1884年成立的Marks & Spencer，至今在英國及全球已有逾1,000個銷售點，業務遍及歐洲、中東及亞太地區。百多年來，M&S一直以銷售優質的服飾、家品及食品為己任。

作為零售百貨的領導品牌，M&S明白以客為尊的重要性。2009年，品牌特別設計了一套為期三年的「卓越服務計劃」，訓練範疇由員工姿態、儀容、產品知識、銷售技巧、服務態度到處理顧客異議的秘訣等，務求逐步將員工訓練成M&S的卓越服務代表。

自計劃推行以來，M&S的員工屢次勇奪香港零售管理協會頒發的「傑出服務獎」當中的百貨公司組別獎，成績令人鼓舞，更大大增強了員工的自信及競爭力，從而為顧客提供最無與倫比的卓越購物體驗。



2013 Hong Kong Awards for Industries: Customer Service Certificate of Merit

2013香港工商業獎：顧客服務優異證書



Missha (HK) Limited 美莎(香港)有限公司

“Extraordinary service and we can do it!”

Missha felt convinced that excellent customer service is our commitment to customers. Our Missha “Three Heart” logo indicated that providing concentric, caring and sweet service to customers are highly encouraged and it also represents our core value. The service plan is based on “extraordinary service and we can do it!” Missha put much effort on improving customer satisfaction level and we do believe that it is the golden key to success. To further reinforce the customer services standard and keep on continuously improvement, we organize different kind of staff activities and training program to recap and enhance the customer service knowledge and skill so that our employees will have better understanding to the importance of customer service and achieve our long-term goal.

Consequently, the service plan “Extraordinary service and we can do it!” is the top-down achievement from management to colleagues. We are striving to ensure a happy shopping journey to customers from time to time. Through our “concentric, caring and sweet service” objective, our customer satisfaction level and job satisfaction of employee have continuously improved while it also enhances the industry service standard so that we can achieve multi-winning effect on industry, corporate, employee and customers.



「非凡服務·我做得到」

Missha深信優質客戶服務是對客人的服務承諾。Missha三心商標表達出我們對客人三心的信念「同心、貼心、窩心」，更是Missha的核心價值。服務計劃是基於「非凡服務·我做得到」而建立的。Missha視「顧客服務」為打開成功之門的金鎖匙，配合不同的員工活動，令全體同事明白「顧客服務」的重要性，再加以專業的培訓，提供員工的服務技巧，以達至「我做得到」的目標。

「非凡服務·我做得到」服務計劃是一項由上而下努力的成果，除了得到管理層及同事的支持外，更令每一位寶貴的客人享受著愉快購物的旅程，真切體驗Missha的優質服務理念。Missha透過實踐「同心、貼心、窩心」的理念，不但提高整體客人滿意指數及同事工作滿足感，同時提高行業服務標準，達至多贏行業、企業、客人及員工多贏的效果。



愛上藍·戀上綠
It's blue. It's green. It's love naturally

Ngong Ping 360 Limited 昂坪360有限公司

Ngong Ping 360 is Hong Kong's key world-class tourist attraction enlightening guests with a stunning journey on Ngong Ping Cable Car – a 5.7km cable car journey from Tung Chung to Ngong Ping. The 25-minute experience provides panoramic views of the Tian Tan Buddha Statue, the flora and fauna of the beautiful North Lantau Country Park, Tung Chung Bay and the Hong Kong International Airport. Adjacent to Ngong Ping Cable Car Terminal is Ngong Ping Village which offers dining, shopping and entertainment outlets. Travel forward is the world's largest, seated, outdoor bronze Buddha statue Tian Tan Big Buddha.

Meanwhile, Ngong Ping 360 attaches great importance to staff training. The implementation of "HAPPY Service" program encourages front-line managers and staff to assist (Help) our guests through keen observation (Alert). Magic words and body language are used to communicate with guest in a courtesy (Polite) and proactive way (Proactive). The staff at each touch point delivers excellent service in 360 degrees. Besides, the mutual assistance among colleagues (Yourself) is promoted to uphold the team spirit. All staffs are working as one team making Ngong Ping 360 be a must have experience for visitors in Hong Kong.



昂坪360是香港一個重要的旅遊景點，包括長達5.7公里壯麗的昂坪纜車旅程，來往東涌和昂坪，行程約25分鐘，賓客可以360度全方位欣賞天壇大佛、北大嶼山郊野公園及東涌灣的明媚風光及園林山色，並可遠眺氣勢不凡的香港國際機場。毗鄰昂坪纜車站的昂坪市集，佔地1.5公頃，設計展示昂坪地區的傳統風俗文化，提供餐飲、購物和娛樂設施。在昂坪市集再向前走，便是全球最大的戶外青銅坐佛 – 天壇大佛。



此外，昂坪360十分重視員工培訓，推行HAPPY Service 計劃，鼓勵前線經理及員工熱心助人 (Help)，透過敏銳的觀察力 (Alert)，多使用魔術話及身體語言去親切禮待每一位賓客 (Polite)；同事間亦主動互相協助，秉持待人如己的精神。員工除了於每個賓客接觸點 (Touch point) 提供360度全方位優質服務外，更於開心的環境下工作，發揮團隊精神，同心協力致令昂坪360成為旅客在香港不容錯過的旅遊體驗。

2013 Hong Kong Awards for Industries: Customer Service Certificate of Merit 2013香港工商業獎：顧客服務優異證書



Tai Yau Storage Group Ltd – Apple Storage 大有倉集團有限公司 – 蘋果迷你倉

At Apple Storage, we believe that services of the greatest value can only be achieved through dedication and genuine care. We think out of the box and know what suits our customers best. We also value customer experience while improving our facilities, with new services like no other. As one of our innovative moves, we have set up an open reception area and a cozy recreational area accompanied by pleasant music, going beyond the mini storage conventions. A spacious, relaxing environment is provided to bring customers closer to us and hence facilitate the establishment of relationships.

To enhance service quality, in addition to daily monitoring and assessment, we conduct “mystery customer visits” and participate in various activities as well as competitions, thereby sharing and collecting latest information which helps assess and better our services.

It is our aim to provide customers with comfort and care while they are enjoying our thoughtful services. “To win your heart, we serve with heart. Your satisfaction is our motivation.”

蘋果迷你倉堅信只要用心，關注細緻點滴，由心出發，方能帶給客戶最有價值的服務。打破舊有模式，了解客戶需要，不斷提升設備及推出創新服務，著重客戶體驗。最具代表性為首創的開放式接待處及舒適的優閒區，配以全場音樂，成功打破傳統迷你倉的局促，讓客戶感受開放、輕鬆，拉近客戶距離，加快建立關係。

對於服務質素，除了內部日常的監測及評核外，亦進行“神秘顧客探訪”及參與不同機構活動及比賽，以交流及收集新的資訊、有助評估及完善服務內容及質素。

蘋果迷你倉希望為客戶使用品牌各種貼心的服務同時，可獲得窩心的舒適與關懷。“讓我用心、令您窩心! 您的窩心、讓我更用心!”



Hong Kong Awards for Industries: Customer Service

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

Dr. Wallace Ma 馬雋銘先生	Director, Triton Development Ltd 匡勤發展有限公司 Director
Dr. Ngan Lei Tjen 顏麗真博士	Managing Director, Absolute Beauty Culture Group 美之源集團有限公司董事總經理
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
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

From left 由左起

Ms. Josephine Kea 祁志純女士	Senior Assistant Executive Director (VTC Headquarters Division Two) (Designate), Vocational Training Council 香港職業訓練局高級助理執行幹事(總辦事處二科)(候任)
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. 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
Mr. Albert Yau 丘昌賢先生	General Manager, Terminal 2 and Landside, Airport Authority Hong Kong 香港機場管理局二號客運大樓及公眾區運作總經理
Dr. PM Lai 黎寶茗博士	Chairman, Hong Kong Retail Technology Industry Association 香港零售科技商會主席
Ms. Ruth Yu 余麗姚女士	Executive Director, Hong Kong Retail Management Association 香港零售管理協會執行總監 (not judging panel member 非評審委員會成員)



Hong Kong Awards for Industries: Customer Service

香港工商業獎：顧客服務

3

Members of Final Judging Panel 最終評審委員會

2013 Hong Kong Awards for Industries: Customer Service, Innovation and Creativity, Productivity and Quality, and Technological Achievement
2013 香港工商業獎：顧客服務、創意、生產力及品質、科技成就組別



From Left 由左起

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. K C Leung
Chairman, Industry and Technology Committee
Hong Kong General Chamber of Commerce
梁廣泉先生
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

From Right 由右起

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)

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

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**
香港零售管理協會

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 present a unified voice for Hong Kong's retail industry. For 30 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 7,800 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches 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.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 17 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立30年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。現至今日，協會已成為香港主要的零售協會，會員公司的零售店舖逾7,800間，會員公司的僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶、時裝飾物、家具及居室用品、電子及電器用品、電訊、零售（服務）、專門店，以及供應商、批發商，以及與業界相關的服務機構。

香港零售管理協會是亞太零售商協會聯盟的創會會員之一。該聯盟於1989年成立，目前其會員遍及17個亞太區國家／地區，每個會員均由主要零售協會擔任代表。

Hong Kong Awards for Industries: Customer Service

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.

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。

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.

Participation Fee

No participation fee is required.

(For businesses requiring transactions / purchases such as fast-food outlets, restaurants, theme park, cinemas etc., participating companies will be requested to provide the Association with cash allowance / tickets in order for the Association to conduct mystery shoppers assessment. The amount of cash allowance / tickets will depend on the number of visits to be performed and the cost of the participating company's product/ service. The Association will discuss with individual participating company upon receipt of the enrolment form.)

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。

參加費用

參加費用全免。

(為方便神秘顧客作探訪評估，如被探訪的店舖/顧客服務點，必須牽涉購買商品/門票，如食肆、主題公園、電影院等，參與機構必須提供現金津貼/門票。現金津貼面額或門票數量，將根據探訪次數及所售賣的商品/服務而定。協會將會個別聯絡參賽的機構，商討有關安排。)

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
2014 Hong Kong Awards for Industries : Customer Service**

我想獲得更多有關 2014 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

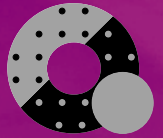
Telephone
電話

Facsimile
傳真

E-mail
電郵

Name of
Contact person
聯絡人姓名

Title
職位



鳴謝 ACKNOWLEDGEMENTS

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

Driving Retail
Excellence **30** 載
卓越零售 Years

10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong

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

