

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

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

Customer Service Award

顧客服務獎



Christian Environmental Health Limited



The Hong Kong and Shanghai Banking Corporation Limited - Mongkok Branch

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

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.

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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.

2009

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". The signature is written in a cursive, flowing style.

Caroline Mak

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

Towngas' 5 Senses⁺ 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.



() 1862

煤氣公司的服務文化

客戶中心





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



24

售後服務

創新意念

持續改進



Customer Service Award 2009 **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.



ISO 9001





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 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.



"Best Place to Bank"

創新體驗

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.

54,000

6

8
5
8





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.



Customer Service Certificate of Merit 2009 **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.

2004

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.

2009

'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.



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

利安生先生

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Ms. Rowena Hoy

Head, Consumer, Retail & Sourcing
Invest Hong Kong

何慧櫻女士

()

Dr. Geoffrey Tso

Associate Professor
Department of Management Sciences
City University of Hong Kong

曹國輝博士

Ms. Gladys Yam

Head, Human Resources Division
Vocational Training Council

任影嫻女士

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

朱溢潮先生

Prof. Leo Yat-Ming Sin

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

洗日明教授

()

Mr. Wilfred Wong

Director, Division Talent Management
DFS Hong Kong Limited

黃錦沛先生

DFS

Mr. Larry Sze

CEO
Gilman Group

施國耀先生

CEO

Dr. Ricky W.F. Szeto

Executive Director
Hung Fook Tong Holdings

司徒永富先生

Customer Service

顧客服務

2009

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.

1989

1997

2005

設立「香港工商業獎：顧客服務」組別的目標

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獎項級別

- 1.
- 2.
- 3.

參賽資格

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2007
2008 2009

- 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 2866 8311
 FAX 2866 8380
 WEBSITE www.hkrma.org/hkai

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參加辦法

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.

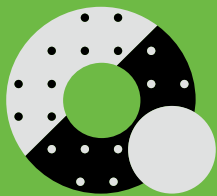


HONG KONG
 RETAIL MANAGEMENT
 ASSOCIATION
 香港零售管理協會

我們的使命

- 1.
- 2.
- 3.

我們的代表性



香港工商業獎

2010

HONG KONG
AWARDS FOR
INDUSTRIES

2010 Hong Kong Awards for Industries : Customer Service

2010 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 2866 8380

◆ I would like to have more information about the
2010 Hong Kong Awards for Industries : Customer Service
2010 香港工商業獎：顧客服務的資料

Name of Company

Nature of Business

Address

Telephone

Facsimile

E-mail

Name / Title
of Contact person

/



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



鳴謝 ACKNOWLEDGEMENTS

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