



## 2010傑出服務獎

**傑出服務獎**創辦於1986年，深獲香港零售管理協會各會員及零售業內人士的踴躍支持。傑出服務獎是香港零售業的奧斯卡，一直致力推廣優質服務文化。多年來，傑出服務獎備受業界重視，各得獎者及其公司更獲得同業的認同和傳媒廣泛的報導。

### 主題

今年傑出服務獎的口號是：

「傑出服務廿五載 香港零售更精彩」

### 目標

- 表揚零售業前線從業員的優秀表現。
- 提高香港零售業從業員的整體顧客服務水平，並增進香港零售業的國際競爭力。
- 透過參與傑出服務獎，成為零售前線從業員的典範，把優質服務推廣至公司各階層。
- 推廣零售業，鼓勵畢業生及其他行業的從業員投身零售業。

### 獎勵及參賽得益

#### 個人得獎者

1. 免費贊助參加海外考察團
2. 獎座
3. 名貴襟針
4. 證書
5. 透過不同渠道宣傳和表揚得獎公司和得獎者，包括 (a) 報章廣告和特刊，(b) 得獎者錄像訪問於協會網頁播放及(c) 電視廣告
6. 免費出席香港零售管理協會第27屆週年晚會暨頒獎典禮





## 最佳服務團隊獎得獎者

1. 半費贊助參加海外考察團 (只適用於金獎得獎公司)
2. 獎座
3. 證書

## 總決賽入圍者

1. 在報章廣告刊登總決賽入圍者的公司名稱、商標、姓名及相片
2. 免費出席香港零售管理協會第27屆週年晚會暨頒獎典禮

## 所有參加者

1. 證書
2. 神秘顧客報告

## 參賽公司

1. 透過不同渠道宣傳和表揚得獎公司和得獎者，包括(a)報章廣告和特刊，(b)得獎者錄像訪問於協會網頁播放及(c)電視廣告
2. 提升公司在市場的地位，並增強顧客對公司的信心
3. 與同業互相切磋、知己知彼，鞭策員工不斷求進
4. 加強公司員工士氣
5. 在協會同意下，可使用傑出服務獎的標誌宣傳和推廣公司優質服務的形象
6. 邀請作為研討會、講座或其他活動的講者，推動優質服務文化

## 對象

零售業前線員工

## 獎項架構

2010傑出服務獎將分為兩類：

### 1. 個人獎項

參賽者分為兩個級別：

**(A) 基層級別**

**(B) 主管級別**

在每級別及每組別中各選出一名得獎者

### 2. 公司獎項 - 「最佳服務團隊獎」

金獎、銀獎、銅獎

有關詳情，請參閱「參賽資格」



得獎者可獲頒發證書及名貴襟章



海外考察團





基層級別各組別得獎者

## 獎項組別

參賽公司將被列入以下其中一個零售組別。每一組別最少3間參賽公司，如參賽公司少於3間，大會將在報名截止日期後，通知受影響的參賽公司有關的新安排。

<b>零售組別</b>	化粧品店 <sup>1</sup>
	便利店 <sup>2</sup>
	百貨公司 <sup>1</sup>
	電子及電器店 / 電訊 <sup>1</sup>
	時裝飾物店
	時裝飾物店 – 高級時裝 <sup>3</sup>
	時裝飾物店 – 運動及戶外用品 <sup>3</sup>
	快餐店 <sup>4</sup>
	食品店 <sup>1</sup>
	鞋類 <sup>3</sup>
	家俱及居室用品 <sup>1</sup>
	個人護理及健康產品 <sup>1</sup>
	餐廳 / 酒樓 <sup>4</sup>
	零售(服務) <sup>1&amp;5</sup>
	專門店
	超級市場 <sup>2</sup>
鐘錶及珠寶店 <sup>1</sup>	

1. 如參加公司數目不足，此組別之公司將被列入「專門店組別」。
2. 如參加公司數目不足，此組別之公司將被列入「超級市場 / 便利店組別」。
3. 如參加公司數目不足，此組別之公司將被列入「時裝飾物店組別」。
4. 如參加公司數目不足，此組別之公司將被列入「快餐店 / 餐廳及酒樓組別」。
5. 零售(服務)組別包括公共事業、娛樂設施、主題公園、商場管理及零售銀行。

## 參賽資格

1. 歡迎零售業的前線員工參加
2. 如參賽公司有多個品牌，應以每一個品牌為參賽單位。如有需要，協會可重新安排參賽單位，以及保留最後決定權。
3. 曾獲傑出服務獎個人獎項的參賽者不可再次參加相同級別的比賽，否則將被取消參賽資格。

### 個人獎項 - 基層級別

<b>基本要求</b>	<ul style="list-style-type: none"> <li>● 參賽者需為前線或基層員工，工作包括(a)需與顧客直接接觸；以及(b)50%以上的工作性質屬銷售/顧客服務*。</li> <li>● 個人銷售，例如：百貨公司的售貨員；</li> <li>● 非個人銷售，例如：超級市場的收銀員。</li> <li>● 全職或兼職前線員工均可參加。由截止報名日期起計算，全職員工的受僱期不少於6個月；而兼職員工的受僱期不少於12個月。</li> <li>● 公司不可提名以下人士參加基層級別比賽，包括(a)需擔任管理或督導工作的員工；或(b)見習行政人員；或(c)代理主管。</li> <li>● 曾獲傑出服務獎基層級別的得獎者，只可參加主管級別比賽。</li> </ul>
<b>每月工作天及工時</b>	<p><b>全職員工</b></p> <ul style="list-style-type: none"> <li>● 在所屬店舖內工作，每月工作不少於20工作天，即不少於120小時，當中不包括用膳時間。</li> <li>● 其中4個工作天必須為星期六或星期日或公眾假期#。</li> </ul> <p><b>兼職員工</b></p> <ul style="list-style-type: none"> <li>● 在所屬店舖內工作，每月連續工作不少於4星期，每星期不少於18小時，即每月不少於72小時，當中不包括用膳時間。</li> </ul>
<b>參賽人數限額</b>	<ul style="list-style-type: none"> <li>● 基層級別不設限額</li> </ul>





## 個人獎項 - 主管級別

### 基本要求

- 參賽者須為全職主管，工作包括(a)需與顧客直接接觸；以及(b)50%以上的工作性質屬銷售/顧客服務\*。
- 管理的範疇不可超過一間零售店舖，或百貨公司內的一個部門。
- 參賽主管須為全職員工。由截止報名日期起計算，受僱期不少於6個月。
- 公司不可提名見習行政人員參加主管級別比賽。
- 曾獲傑出服務獎主管級別的得獎者不可再次參賽。

### 每月工作天及工時

- 在所屬店舖內工作，每月工作不少於18工作天，即不少於108小時，當中不包括用膳時間。
- 其中4個工作天必須為星期六或星期日或公眾假期#。

### 參賽人數限額

- 每參賽單位最多5名參賽者。

\* 只適用於零售(服務)組別，參賽者的工作範圍須包括50%以上屬顧客服務性質。

# 不適用於營業時間為星期一至五的公司。

## 公司獎項 - 最佳服務團隊獎

### 基本要求

- 必須提名最少4名參賽者。
- 3名來自基層級別，1名來自主管級別。
- 如多於4名參賽者，將選出得分最高的4名參賽者，競逐最佳服務團隊獎。
- 排名最高的首三間公司，將分別獲選為最佳服務團隊獎的金、銀、銅得主。



主管級別各組別得獎者

## 評審標準

評審準則如下：

- (1) 專業形象
- (2) 表達技巧
- (3) 人際溝通技巧
- (4) 服務意識及技巧
- (5) 管理知識及技巧(只適用於主管級別)

## 評審程序

### 第一階段 - 神秘顧客評審



### 第二階段 - 評審團面試 準決賽



### 第二階段 - 評審團面試 總決賽



## 第一階段：神秘顧客評審

1. 在7-8月期間，協會將委派神秘顧客進行3次探訪，以評核參賽者的工作表現。
2. 在3次評分中，以其中兩次最高分數來甄選參賽者進入準決賽。
3. 協會將個別通知參賽公司入圍名單。
4. 參賽公司必須於下列限期前遞交工作時間表。

<b>工作時間表</b>	2010年7月1-31日	2010年8月1-31日
<b>遞交限期</b>	2010年6月11日	2010年7月16日
<b>遞交辦法</b>	<b>親身遞交</b> ; 或 <b>郵寄</b> ; 或 <b>電郵</b> snc@hkrma.org	

5. 參賽公司如未能在指定限期前遞交工作時間表，神秘顧客評審將被評為零分。
6. 參賽公司如在限期後需更改工作時間表，每次須繳交行政費HK\$350，並須於5個工作天前，將書面通知連同支票交予協會。
7. 在探訪期間，如神秘顧客在10分鐘內仍未找到參賽者，該次探訪將評審店舖內所有員工的表現，而協會亦不會另行通知參賽公司。
8. 參賽者應避免在2010年7月至8月期間申請長假。
9. 神秘顧客將根據相片、傑出服務獎襟章及公司襟章辨認參賽者。
10. 如參賽者沒有配帶傑出服務獎襟章，神秘顧客將評審店舖內所有員工的表現，而協會亦不會另行通知參賽公司。
11. 進行探訪時，如神秘顧客需購買貨品(例如：快餐店、餐廳)，參賽公司須提供現金津貼，價值將以貨品價值及探訪次數來釐定，有關詳情，協會將與個別公司商討。
12. 每位參賽者將在2010年10月獲發神秘顧客報告一份。

## 第二階段：評審團面試



### 1. 準決賽

- a. 入圍者將獲邀與評審團會面，並以小組評審方式進行面試。
- b. 面試範圍包括個案分析、服務概念、問答環節。
- c. 計分方法按參賽者在第一階段神秘顧客的評分，以及在準決賽面試中的評分，各佔總分50%來甄選參賽者。
- d. 協會將個別通知參賽公司入圍名單。

### 2. 總決賽

- a. 入圍者將獲邀與評審團會面，並以個別評審方式進行面試。
- b. 面試範圍包括個案分析、服務概念、問答環節。
- c. 在每組別中，將選出最高評分的參賽者為得獎者。
- d. 結果將在結果發佈會中公佈。

## 評審團

評審團由一班資深零售從業員、顧問、講師、政府官員，以及來自零售業、公共機構不同界別的高級行政人員所組成。

## 語言

廣東話



總決賽面試





## 傑出服務獎襟章及櫥窗標貼

1. 傑出服務獎襟章和櫥窗標貼將在截止報名日期後派發給各參賽公司。
2. 參賽公司須在比賽期間(即7月至11月),把櫥窗標貼張貼在各零售店舖的櫥窗上,以配合大會推廣優質服務文化和激勵零售員工的優質服務精神。
3. 各參賽者必須在比賽期間(即7月至11月),配帶傑出服務獎襟章,以便神秘顧客辨認參賽者。
4. 在面試時,參賽者必須穿著公司制服、配帶傑出服務獎襟章及公司襟章。

## 宣傳

協會有權使用參賽公司提供的資料,作宣傳及推廣傑出服務獎的用途。

## 錄像訪問

協會將為每位得獎者拍攝一段錄像訪問片段,上載到協會的網頁或經其他媒體播放。

## 電視廣告

為加強對得獎者及公司的宣傳,協會將製作一輯電視廣告,在電視或經其他媒體播放。

## 傑出服務獎25週年電視特輯

協會將製作傑出服務獎25週年電視特輯,輯錄今年傑出服務獎各項活動的花絮,以及歷年的精華片段,並在電視或經其他媒體播放。

## 報章廣告

在2010年10月期間,協會將在報章廣告刊登總決賽入圍者的姓名和相片,以及公司名稱和商標,以表揚各總決賽入圍者的卓越表現。

## 報章特刊

協會將在2010年12月期間在報章及雜誌刊登特刊,並安排記者訪問各得獎者。

## 頒獎典禮

協會將於第27屆週年晚會暨頒獎典禮中頒發各個獎項。所有得獎者及總決賽入圍者將獲邀免費出席。在每個組別中,得分排名最高的首10%的參賽者將獲邀上台領取證書。

## 參加費用

參加費用分兩個階段繳交。

獎項級別	第一階段 – 參加費用 (每位計)			
	提前報名優惠 2010年6月4日前		原價 2010年6月5日至6月11日	
	會員	非會員	會員	非會員
基層級別	HK\$750	HK1,120	HK\$970	HK\$1,450
主管級別	HK\$970	HK\$1,450	HK\$1,300	HK\$1,950

獎項級別	第二階段 – 參加費用* (每位計) 2010年10月15日前	
	會員	非會員
基層級別	HK\$ 900	HK\$1,350
主管級別	HK\$1,230	HK\$1,850

\*晉身第二階段的入圍者須繳交第二階段的參加費用



2009年傑出服務獎宣佈得獎名單的盛況

## 宣傳費用

### 報章廣告及特刊

各總決賽入圍者之公司需付HK\$6,000，作為贊助每位總決賽入圍者的廣告費用。

### 錄像訪問

得獎者及「最佳服務團隊獎」金獎得獎公司需各付港幣\$9,800，作為贊助每位得獎者的錄像訪問製作費用。

## 報名辦法

請於下列截止日期前遞交以下資料。

### 第一階段

截止日期：2010年6月4日(提前報名) 或  
2010年6月11日

1. 參加表格
2. 提名表格
3. 証件相10張 [ 相片要求：(a)於提交表格前一個月內拍攝；(b)穿著整齊公司制服]
4. 參賽者在2010年7月1日至31日的工作時間表
5. 以支票形式支付第一階段參加費用，抬頭請寫「香港零售管理協會有限公司」

### 第一階段

截止日期：2010年7月16日

6. 參賽者在2010年8月1日至31日的工作時間表

### 第二階段

截止日期：2010年10月15日前

7. 以支票形式支付第二階段參加費用，抬頭請寫「香港零售管理協會有限公司」

### 遞交辦法

親身遞交; 或郵寄; 或電郵 [snc@hkma.org](mailto:snc@hkma.org)

## 傑出服務獎時間表

事項	日期
開始接受報名	2010年4月26日
提前報名優惠	2010年6月4日
報名截止日期	2010年6月11日
遞交參賽者在2010年8月1-31日的工作時間表	2010年7月16日
第一階段 – 神秘顧客評審	2010年7月1日至8月31日
第二階段 – 準決賽	2010年9月底
第二階段參加費用	2010年10月15日
第二階段 – 總決賽	2010年10月底
報章廣告公佈總決賽入圍名單	2010年10月底
結果發佈會	2010年10月底
報章特刊介紹得獎者	2010年12月
香港零售管理協會第27屆週年晚會暨頒獎典禮	2010年12月7日



## 規則和條款

### 協議條款

1. 參賽者及所屬公司必須遵守傑出服務獎的規則和條例。
2. 協會擁有所有獎項的最終決策權，對獎項評審內容及決定亦毋須作任何解釋。

### 參賽公司

3. 如參賽公司有多個品牌，應以每一個品牌為參賽單位。如有需要，協會將重新安排參賽單位，並保留最後決定權。

### 獎項組別

4. 參賽者應參加合適的組別。如有需要，協會有權更改參賽者的組別。
5. 每一組別最少3間參賽公司。
6. 若參賽公司少於3間，協會將在報名截止日期後，通知受影響的參賽公司，有關劃分組別的新安排。
7. 協會有權更改參賽公司的組別，受影響的公司將獲個別通知。
8. 各組別將因應參賽人數及參賽單位數目而有所變動、增加或刪減。

### 參賽資格

9. 曾獲傑出服務獎個人獎項的參賽者不可參加相同級別的比賽，否則將被取消參賽資格。
10. 曾獲傑出服務獎基層級別的前線員工，只可獲提名參加主管級別比賽；而曾獲主管級別的得獎者不可再次參賽。

### 取消申請 / 退出比賽

11. 所有報名一經遞交，不可取消，報名費用亦不獲發還。
12. 不論任何原因，如參賽者退出比賽，所屬公司須於2010年8月31日前以書面通知協會。如在限期前未收到有關通知，所有獲選進入第二階段的參賽者必須繳交第二階段的參加費用及廣告費用。

### 取消資格

13. 如參賽公司虛報任何參賽者的資料，所有由該公司提名的參賽者，將會被取消參賽資格，而報名費用亦不獲發還。

### 宣傳及市場推廣

14. 協會有權使用參賽公司提供的資料，作宣傳及推廣傑出服務獎的用途。

### 資料保密

15. 所有參賽者的資料絕對保密，未經許可，不得向外發放。

## 有關香港零售管理協會

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，協會在促進本地零售業發展及代表業內意見，一直扮演著重要角色；與此同時，協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

協會乃香港主要的零售協會，至今會員公司店舖逾五千間，僱員約佔本港總零售僱員的二分之一。協會的會員公司包括飲食店舖、超級市場、百貨公司、便利店、鐘錶及珠寶店、時裝飾物店、電子及電器店、專門店，以及供應商、批發商和與業界相關的服務機構。

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

## 查詢

有關「2010傑出服務獎」的任何查詢，請聯絡本協會：  
香港零售管理協會  
電話：2892 2561  
傳真：2866 8380  
網址：www.hkrma.org/snc

## ABOUT THE SERVICE & COURTESY AWARD

The Service & Courtesy Award was introduced in 1986 and has been one of the most actively supported events by members of the Hong Kong Retail Management Association and the trade. Launched for 25 years, the award is highly respected as the Oscars of the retail trade in Hong Kong. The Award has been successful, over the years, in promoting the awareness of service within the retail industry. It has become a well-recognized annual activity that retail practitioners anticipate with keenness and excitement. Winners and their companies receive very extensive industry recognition and media coverage.

## THEME

The theme and slogan for this year's Award is:

*"Proudly Celebrating 25 Years of  
Retail Service Excellence"*

## OBJECTIVES

- To award outstanding individuals engaged in the frontline retail profession for their outstanding service.
- To upgrade the overall customer service standard of frontline retail staff and to increase the competitiveness of Hong Kong's retail industry.
- To set role models for fellow retail staff and to engage both the retail staff and their companies in the process of the award programme, and promote the importance of quality service among retail practitioners from frontline to management level.
- To promote the retail industry and attract fresh graduates or practitioners in other industries to take up retailing as their careers.

## BENEFITS

### Every Individual Award Winner will receive:

1. Sponsorship to overseas study tour;
2. A trophy;
3. A precious pin;
4. A certificate;
5. Media publicity through (a) print advertisements and supplements; (b) video to be broadcast in HKRMA's website; and (c) TV commercials;
6. A complimentary ticket to attend the HKRMA's 27<sup>th</sup> Annual Ball cum Retail Awards Presentation Ceremony.

### The Best Team Performance Award Winners will receive:

1. Half-priced sponsorship to overseas study tour (applicable to the Gold Award winner only);
2. A trophy; and
3. Certificates

### All Finalists will receive:

1. Media publicity through print advertisements in which the finalists' company names, company logos, names and photos will be shown; and
2. Complimentary tickets to attend the HKRMA's 27<sup>th</sup> Annual Ball cum Retail Awards Presentation Ceremony.

### All Participants will receive:

1. Certificates of participation; and
2. Mystery Shoppers Assessment Report

### The Participating Company will gain:

1. Media publicity through (a) print advertisements and supplements; (b) video to be broadcast in HKRMA's website; and (c) TV commercials;
2. Enhancement of company reputation and customer confidence in the market place;
3. Continuous improvement and performance benchmarking with other companies;
4. Staff engagement and strengthening of employees' morale at all levels of the company;
5. Display of the Service & Courtesy Award logo on the company's marketing materials to promote the participating company's image. Prior approval from HKRMA is required; and
6. Possibility to speak at conference, seminar, forum or other events organized by the HKRMA to promote service excellence.

## TARGET PARTICIPANTS

Frontline retail sales staff

## AWARD STRUCTURE

The 2010 Service & Courtesy Award consists of 2 types of awards:

### 1. Individual Award

There are 2 levels of individual award:

- (A) Junior Frontline Level
- (B) Supervisory Level

Individual winners will be selected from each category of the Junior Frontline Level and Supervisory Level.

### 2. Company Award – "The Best Team Performance Award" Gold Award, Silver Award and Bronze Award

For details of the entry requirements, please see section "ELIGIBILITY".



## AWARD CATEGORIES

Participating companies have to participate in one of the following retail business categories. Please note that at least 3 participating companies are required to form one category. Participating companies being affected due to insufficient participation to a particular category will be informed of any changes after the enrollment deadline.

Category	Beauty Products / Cosmetics <sup>1</sup>
	Convenience Stores <sup>2</sup>
	Department Stores <sup>1</sup>
	Electronic & Electrical Appliances / Telecommunications <sup>1</sup>
	Fashion & Accessories
	Fashion & Accessories – High Fashion <sup>3</sup>
	Fashion & Accessories – Sports and Outdoor Products <sup>3</sup>
	Fastfood <sup>4</sup>
	Food Shops <sup>1</sup>
	Footwear <sup>3</sup>
	Furniture & Home Accessories <sup>1</sup>
	Personal Health Care Products <sup>1</sup>
	Restaurants <sup>4</sup>
	Retail (Services) <sup>1&amp;5</sup>
	Specialty Stores
	Supermarkets <sup>2</sup>
Watch & Jewellery <sup>1</sup>	

1. If there is insufficient participation, it will be grouped under "Specialty Stores Category".
2. If there is insufficient participation, it will be grouped under "Supermarkets / Convenience Stores Category".
3. If there is insufficient participation, it will be grouped under "Fashion & Accessories Category".
4. If there is insufficient participation, it will be grouped under "Fastfood/Restaurants Category".
5. Retail (Services) Category covers public utilities, entertainment, theme park, shopping mall operators and retail banking.

## ELIGIBILITY

- Open to all retail sales staff
- A company with several different brands should enroll by their respective brand. HKRMA may re-arrange the company's participating unit as it deems necessary. HKRMA reserves the right of final decision.
- Past individual winners of the Service & Courtesy Award are NOT eligible to participate in the same level of the award.

### Individual Award – Junior Frontline Level

#### Basic Requirements

- Floor employees or staff at frontline counter who (a) have direct contact with customers; and (b) involve at least 50% in sales function/customer service\*.
- For example, personal sales such as a salesman in a department store; non-personal sales such as a cashier in a supermarket
- Nominees can be full-time or part-time staff. Full-time staff have to be employed for at least 6 months, while part-time staff have to be employed for at least 12 months by the participating company from the date of enrollment deadline
- (a) Staff who supervise other employees; or (b) management trainees; or (c) acting supervisors are NOT eligible for nomination to Junior Frontline Level.
- Past winners of Junior Frontline Level can only be nominated to Supervisory Level.

#### Minimum Requirements of Monthly Working Days/hours

##### Full-time staff

- 20 days/month with working hours not less than 120 hours/month at retail outlet. Lunch hour is excluded.
- At least 4 working days on Saturday/Sunday/public holiday in a month<sup>#</sup>.

##### Part-time staff

- 18 hours/week for 4 consecutive weeks at retail outlet with working hours not less than 72 hours/month. Lunch hour is excluded.

#### Maximum No. of Nominations

- No restriction on the number of nominations for Junior Frontline Level

### Individual Award - Supervisory Level

<b>Basic Requirements</b>	<ul style="list-style-type: none"> <li>• Full-time supervisors who (a) have direct contact with customers; and (b) involve at least 50% sales function / customer service.*</li> <li>• The scope of supervision should not be more than one store location/retail outlet, or one department for Department Store nominees.</li> <li>• Supervisors have to be full-time employees who had been employed for at least 6 months from the date of enrollment deadline.</li> <li>• Management trainees are NOT eligible for nomination to Supervisory Level.</li> <li>• Past winners of Supervisory Level cannot be re-nominated.</li> </ul>
<b>Minimum Requirements of Working Days / Hours</b>	<ul style="list-style-type: none"> <li>• 18 working days/month at retail outlet with working hours not less than 108 hours/month. Lunch hour is excluded.</li> <li>• At least 4 working days on Saturday/Sunday/public holidays in a month#.</li> </ul>
<b>Maximum No. of Nominations</b>	<ul style="list-style-type: none"> <li>• No more than 5 nominations per participating company for supervisory level</li> </ul>

\* Applicable to participants from the Retail (Services) Category only i.e. the job duties of participants from the Retail (Services) Category should involve at least 50% customer service.

# Not applicable to companies whose operation hours fall on weekdays only.

### Company Award-The Best Team Performance Award

<b>Basic Requirements</b>	<ul style="list-style-type: none"> <li>• A minimum of 4 participants;</li> <li>• 3 participants from Junior Frontline Level and 1 participant from Supervisory Level;</li> <li>• If a company has more than 4 participants, only the 4 participants with the highest scores will be selected to compete for the Award; and</li> <li>• The 3 companies with the highest average scores will be selected as the Gold, Silver and Bronze Award winners.</li> </ul>
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## JUDGING CRITERIA

1. Professional Image
2. Presentation Skills
3. Interpersonal Skills
4. Service Concepts and Skills
5. Management Skills (applicable to Supervisory Level)

## JUDGING PROCEDURE

**Phase 1 -  
Mystery Shoppers Assessments**



**Phase 2 -  
Interviews with Judging Panel  
*Preliminary Interview***



**Phase 2 -  
Interviews with Judging Panel  
*Final Interview***





## Phase 1: Mystery Shoppers Assessments

1. A total of 3 mystery shoppers visits will be conducted from July to August 2010.
2. The highest 2 scores will be used to shortlist participants to Phase 2-Preliminary Interview.
3. Result will be notified to individual participating companies.
4. Participants' duty roster should be submitted to the HKRMA according to the following schedule.

<b>Duty roster</b>	1-31 July 2010	1-31 August 2010
<b>Deadline</b>	11 June 2010	16 July 2010
<b>Submission method</b>	<b>by hand</b> ; or <b>by mail</b> ; or <b>by email</b> to <a href="mailto:snc@hkrma.org">snc@hkrma.org</a>	

5. If participant fails to submit a correct duty roster before the deadline, zero score will be given in the mystery shoppers assessment.
6. If a participating company changes the duty roster after the submission deadline, it should pay an administrative fee of HK\$350 each time. It should inform the HKRMA in writing and submit the cheque 5 working days in advance.
7. If the mystery shopper cannot locate the participant during the visit, the maximum waiting time will be 10 minutes. The mystery shopper will assess all other staff within the store for that particular visit without any notice.
8. Participants are suggested not to take annual leave during the period of July – August 2010.
9. Mystery shopper will identify the participant according to the award badge, company badge and the photo provided by the participating company.
10. If the participant did not wear the award badge, the mystery shopper may assess all other retail staff in the store for that particular visit without prior notice.
11. If transaction is required during the visit (e.g. fastfood shops, restaurants), the participating company should provide the Association with cash allowance(s). The amount depends on the product price and the number of visits. The Association will discuss the details with individual participating company upon receipt of the enrollment form.
12. Individual mystery shoppers reports will be distributed to participating companies in October 2010.

## Phase 2 : Interviews with Judging Panel

### 1. Preliminary Interview

- a. Shortlisted participants will be invited to attend group interview with the judging panel.
- b. The interview will focus on cases studies, service concepts and questions-and-answers.
- c. Scores from Mystery Shoppers Assessment contributes 50% of the total weighting in Preliminary Interview.
- d. Result will be notified to individual participating companies.

### 2. Final Interview

- a. Shortlisted participants will be invited to attend individual interview with the judging panel.
- b. The interview will focus on cases studies, service concepts and questions-and-answers.
- c. Participants with the highest scores in each category will be selected to be the final winners.
- d. Result will be announced at Winners Announcement Ceremony.

## JUDGING PANEL

Judging panel members consist of experienced retail practitioners, consultants, academics, government officials and senior management from the retail trade and public organizations.

## LANGUAGE MEDIUM

All interviews will be conducted in Cantonese.

## AWARD BADGES / WINDOW STICKERS

1. Award badges and window stickers will be distributed to all participating companies after the enrollment deadline.
2. To promote service awareness and motivation among retail staff, participating company should display the window stickers at their retail outlets during the period from July to November 2010.
3. To enable the mystery shoppers to identify the participants, participants must wear the award badges during the period from July to November 2010.
4. During the interviews, participants must wear their uniforms, company badges and award badges.



## PROMOTION OF THE WINNING COMPANIES

The HKRMA will use information provided by the participating companies for publicity, marketing and promotional purposes relating to the Award.

### Video Production

The HKRMA will produce a video clip for each winner. The video will be hosted on HKRMA's website and possibly other media.

### TV Commercials

The HKRMA will produce a TV commercials to promote the award winners and winning companies. The TV Commercial will be broadcast in TV channels and possibly other media.

### Commemorative Video

The HRKAM will produce a commemorative video to celebrate the 25<sup>th</sup> Service & Courtesy Award. It would cover a peek at the past achievements of Service & Courtesy Award over the past 25 years.

### Print Advertisement

Print advertisement will be published in October 2010 to announce finalists who have been shortlisted to the Final Interview. Names and photos of the finalists as well as their company names and company logos will be shown in the advertisement.

### Newspaper Supplement

Newspaper supplement will be published in December 2010 to announce the award winners.

## AWARD PRESENTATION CEREMONY

The award presentation ceremony will be held at the HKRMA 27<sup>th</sup> Annual Ball cum Retail Awards Presentation Ceremony. All winners and finalists will be invited to the Ceremony. The top 10% participants with the highest rank from each category will be invited to go on stage to receive their certificates.

## PARTICIPATION FEE

Participation fee will be collected in two phases.

Award Level	Phase 1-Participation Fee (per person)			
	Early Bird Price Before 4 June 2010		Original Price 5-11 June 2010	
	Members	Non-Members	Members	Non-Members
Junior Frontline Level	HK\$750	HK1,120	HK\$970	HK\$1,450
Supervisory Level	HK\$970	HK\$1,450	HK\$1,300	HK\$1,950

Award Level	Phase 2-Participation Fee* (per person) Before 15 October 2010	
	Members	Non-Members
Junior Frontline Level	HK\$ 900	HK\$1,350
Supervisory Level	HK\$1,230	HK\$1,850

\* Only participants selected to Phase 2 assessment have to pay the Phase 2 Participation Fee.

## PROMOTION FEE

### Print Advertisement and Newspaper Supplement

The respective company is required to contribute HK\$6,000 for each finalist to support the print advertisement, newspaper supplement and other promotions.

### Video Production

The winning companies have to contribute HK\$9,800 for each individual winner to support the video production. The Best Team Performance Award – gold award winning company has to pay HK\$9,800 for the same purpose.

## APPLICATION

Please submit the following information before the deadline specified.

<b>Phase 1</b>
Deadline: before 4 June 2010 (early bird) or 11 June 2010
1. Enrollment form
2. Nomination form
3. 10 passport-sized photos [ photo requirements: (a) taken within 1 month prior to submission; (b) wear company uniform]
4. Participants' duty roster for the period of 1-31 July 2010
5. Phase 1 payment by cheque payable to "Hong Kong Retail Management Association Ltd."
Deadline: before 16 July 2010
6. Participants' duty roster for the period of 1-31 August 2010
<b>Phase 2</b>
Deadline: before 15 October 2010
7. Phase 2 payment by cheque payable to "Hong Kong Retail Management Association Ltd."
<b>Submission Method</b>
<b>by hand; or by mail; or by email</b> to <a href="mailto:snc@hkrma.org">snc@hkrma.org</a>



## AWARD TIMETABLE

Description	Timeline
Call for entry	26 April 2010
Enrollment deadline – early bird	4 June 2010
Enrollment deadline	11 June 2010
Submission of participant's duty roster for 1-31 August 2010	16 July 2010
Phase 1 – Mystery Shoppers Assessments	1 July – 31 August 2010
Phase 2 – Preliminary Interview	End September 2010
Phase 2 participation fee	15 October 2010
Phase 2 – Final Interview	End October 2010
Print advertisement to announce finalists	End October 2010
Winners Announcement Ceremony	End October 2010
Newspaper supplement to feature Award winners	December 2010
HKRMA's 27 <sup>th</sup> Annual Ball cum Retail Awards Presentation Ceremony	7 December 2010

## TERMS & CONDITIONS

### Agreement to conditions

1. Participants and their respective companies are required to abide by all rules and regulations of the award programme.
2. HKRMA reserves the final decision to all award results and is not required to disclose reasons for thereof.

### Participating company

3. A company with several different brands should participate by their respective brand. HKRMA may re-arrange the company's participating unit as it deems necessary. HKRMA reserves the right of final decision.

### Categories

4. Entries should be nominated in the most appropriate category. However, the Association reserves the right to change the category if deems more appropriate.
5. At least 3 participating companies are required to form one category.
6. Participating companies being affected due to insufficient participation to a particular category will be informed of any changes after the enrollment deadline.
7. The HKRMA may change the category of the participating companies. Affected companies will be informed of the changes in due course.
8. The categories could be revised, added or deleted by the HKRMA upon finalizing the actual number of participants and companies.

### Eligibility

9. Past individual winners of the Service & Courtesy Award are NOT eligible to participate in the same level of the award, otherwise the participants will be disqualified.
10. Past winners of the Junior Frontline Level can only be nominated to Supervisory Level while past winners of Supervisory Level cannot be re-nominated.

### Cancellation / Withdrawal

11. Once the enrollment is submitted, cancellations will not be accepted. Participation fee will not be refunded.
12. If participants withdraw from the competition for whatever reasons, the participating company should inform the HKRMA in writing before 31 August 2010. If notification is not received by the deadline, the participating company is required to settle the Phase 2 participation fee and advertisement fee.

### **Disqualifications**

13. False reporting of any information relating to a participant of a company will result in the disqualification of ALL participants of the same participating company. Participation fee will not be refunded.

### **Marketing and Promotion of the Award**

14. The HKRMA will use information provided by the participating companies for publicity, marketing and promotional purposes relating to the Award.

### **Confidentiality**

15. Information provided by applicants in their submissions is treated as strictly confidential and will not be released without permission.

## **ABOUT HKRMA**

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 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.

## **ENQUIRIES**

HONG KONG RETAIL MANAGEMENT ASSOCIATION

Tel: 2892 2561

Fax: 2866 8380

Website: [www.hkrma.org/snc](http://www.hkrma.org/snc)



# 2009 傑出服務獎得主

## 2009 Service & Courtesy Award Winners

### Junior Frontline Level 基層級別



### Supervisory Level 主管級別



# ENROLLMENT FORM

## 參加表格

Deadline: 11 June 2010 / 截止日期：2010年6月11日

To: **HONG KONG RETAIL MANAGEMENT ASSOCIATION 香港零售管理協會**  
 10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 香港銅鑼灣禮頓道33-35號10樓  
 Tel 電話: 2866 8311 Fax 傳真: 2866 8380 Website 網址: www.hkma.org

Please complete in TYPED BLOCK LETTER. 請以正楷填寫。

Please use separate form(s) if more than one retail brand enrolls. 如多於一個參賽品牌，請填寫另一表格。

### Company Information 公司資料

Company Name 公司名稱:	
Brand Name 參賽品牌名稱:	
Address 地址:	
Contact Person(Mr/Ms) 聯絡人(先生/小姐):	Position 職位:
Tel 電話:	Fax 傳真:
E-mail Address 電郵地址:	No. of window stickers required 櫥窗標貼數目:

### No. of participants 參加人數

Level 級別	No. of participants 參加人數
Junior Frontline 基層級別:	
Supervisory 主管級別:	
Total 合共:	

### Payment Methods 付款方式 (please tick where appropriate 請在適當位置加上✓)

**Cheque Payment 支票：**  
 ( payable to "Hong Kong Retail Management Association Ltd" 支票抬頭「香港零售管理協會有限公司」)

Cheque No. 銀行支票號碼:

Bank付款銀行:

**American Express (AE) Card Payment 美國運通卡：**

Name of Card Holder 運通卡會員姓名:

Card Number 運通卡會員賬號:

Card Holder Signature 運通卡會員簽名:

Card Expiry Date 運通卡有效期:

Amount Due 繳付金: HK\$

Signature 簽署: \_\_\_\_\_

Company Chop 公司蓋印:

Name 姓名: \_\_\_\_\_

Title 職位: \_\_\_\_\_

Date 日期: \_\_\_\_\_



# NOMINATION FORM

## 提名表格

Deadline: 11 June 2010 / 截止日期：2010年6月11日

Please complete in TYPED BLOCK LETTER. 請以正楷填寫。

(A) Personal Information 個人資料		Photo 相片
Name (English): 姓名 (中文):	Present Position 職位:	
Company Name 公司名稱:	Brand Name 參賽品牌名稱:	
Present job duties 職責:		
Education level 教育程度: <input type="checkbox"/> 中學 <input type="checkbox"/> Tertiary or above 大專以上		
<input type="checkbox"/> Full-Time 全職		<input type="checkbox"/> Part-Time 兼職 (working hours per week每星期工作時數: _____)
Years in current position 在現職位的年資	_____year(s)年 _____month(s)月	
Years in current company 在現公司的年資	_____year(s)年 _____month(s)月	
Years in retail business 在零售業的年資	_____year(s)年 _____month(s)月	
Is he/she required to supervise staff? 他/她是否需要擔當管理工作?		
<input type="checkbox"/> <b>Yes 是</b>		
No. of staff under his supervision 他/她需監督員工的數目: _____		
Total no. of staff in the store 店內員工總數: _____		
<input type="checkbox"/> <b>No 否</b>		

**(B) Other Information 其他資料****Nature of business 公司性質:**

- |   |  |
|---|--|
| <input type="checkbox"/> Beauty Products / Cosmetics 化粧品店                                   | <input type="checkbox"/> Footwear 鞋類                             |
| <input type="checkbox"/> Convenience Stores 便利店   | <input type="checkbox"/> Furniture & Home Accessories 傢俱及居室用品    |
| <input type="checkbox"/> Department Stores 百貨公司   | <input type="checkbox"/> Personal Health Care Products 個人護理及健康產品 |
| <input type="checkbox"/> Electronic & Electrical Appliances / Telecommunications 電子及電器店/電訊  | <input type="checkbox"/> Restaurants 餐廳/酒樓                       |
| <input type="checkbox"/> Fashion & Accessories 時裝飾物店  | <input type="checkbox"/> Retail (Services) 零售(服務)                |
| <input type="checkbox"/> Fashion & Accessories - High Fashion 時裝飾物店 - 高級時裝                  | <input type="checkbox"/> Specialty Stores 專門店                    |
| <input type="checkbox"/> Fashion & Accessories - Sports and Outdoor Products 時裝飾物店- 運動及戶外用品 | <input type="checkbox"/> Supermarkets 超級市場                       |
| <input type="checkbox"/> Fastfood 快餐店   | <input type="checkbox"/> Watch & Jewellery 鐘錶及珠寶店                |
| <input type="checkbox"/> Food Shops 食品店   | <input type="checkbox"/> Others 其他:                              |

**Level 級別:**

- Supervisory Level 主管級別       Junior Frontline Level 基層級別



# Participant's Duty Roster - July 2010 參賽者之工作時間表 - 2010年7月



Please complete in TYPED BLOCK LETTER. 請以正楷填寫。

Name in English 英文姓名: \_\_\_\_\_

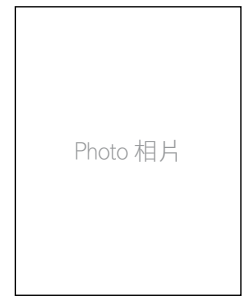
Name on Badge 名牌上的名稱: \_\_\_\_\_

Position 職位: \_\_\_\_\_

Shop Name & Brand Name 店舖及品牌名稱: \_\_\_\_\_

Address and Tel. No. of Working Location 工作地址及電話: \_\_\_\_\_

\_\_\_\_\_



Please note that the working hours should be within the store's business hour. 參賽者的工作時間必須在店舖營業時間內。

**July 2010 / 2010年7月** (Store Business Hours 店舖營業時間: \_\_\_\_\_ - \_\_\_\_\_)

Day 日期	Working Hours (within store business hour) 工作時間 (店舖營業時間內)	Meal Time 用膳時間	Remarks 備註	No. of working hours (excluding meal time) 工作時數 (不包括用膳時間)
1 (PH)				
2				
3 (Sat)				
4 (Sun)				
5				
6				
7				
8				
9				
10 (Sat)				
11 (Sun)				
12				
13				
14				
15				
16				
17 (Sat)				
18 (Sun)				
19				
20				
21				
22				
23				
24 (Sat)				
25 (Sun)				
26				
27				
28				
29				
30				
31 (Sat)				

**Total no. of working hours 總工作時數:** \_\_\_\_\_

# Participant's Duty Roster - August 2010 參賽者之工作時間表 - 2010年8月

Please complete in TYPED BLOCK LETTER. 請以正楷填寫。

Name in English 英文姓名: \_\_\_\_\_

Name on Badge 名牌上的名稱: \_\_\_\_\_

Position 職位: \_\_\_\_\_

Shop Name & Brand Name 店舖及品牌名稱: \_\_\_\_\_

Address and Tel. No. of Working Location 工作地址及電話: \_\_\_\_\_



Please note that the working hours should be within the store's business hour. 參賽者的工作時間必須在店舖營業時間內。

**August 2010 / 2010年8月** (Store Business Hours 店舖營業時間: \_\_\_\_\_ - \_\_\_\_\_)

Day 日期	Working Hours (within store business hour) 工作時間 (店舖營業時間內)	Meal Time 用膳時間	Remarks 備註	No. of working hours (excluding meal time) 工作時數 (不包括用膳時間)
1 (Sun)				
2				
3				
4				
5				
6				
7 (Sat)				
8 (Sun)				
9				
10				
11				
12				
13				
14 (Sat)				
15 (Sun)				
16				
17				
18				
19				
20				
21 (Sat)				
22 (Sun)				
23				
24				
25				
26				
27				
28 (Sat)				
29 (Sun)				
30				
31				
<b>Total no. of working hours 總工作時數:</b>				