



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION

香港零售管理協會

Enhancing Shop Performance through Mystery Shopping Management

如何善用神秘顧客評核提升店舖表現

17 February 2015, Wednesday | 9:30am – 5:30pm

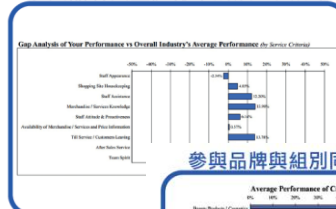
不少企業都會聘用神秘顧客掌握前線職員的服務表現，但究竟要如何活用評核內容，才能對公司有利呢？透過本工作坊，有助企業進一步了解如何把神秘顧客評核內容，融於人才培育管理中，從而提升團隊的生產力及優化團隊向心力。

Deadline
截止日期
5/2/2016

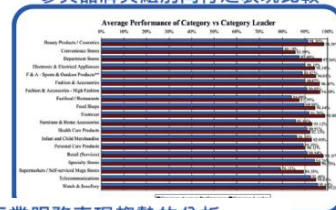
課程內容

1. 過往十年神秘顧客評核的發展
2. 現代神秘顧客評核管理目的
3. 探索現代神秘顧客評核管理的優點
4. 7s 現代神秘顧客評核管理
 - 評核設計及程序
 - 全面溝通
 - 評核目標及店舖表現目標管理
 - 評核成績及分析
 - 教練及慶祝
 - 持續跟進
 - 延續進步

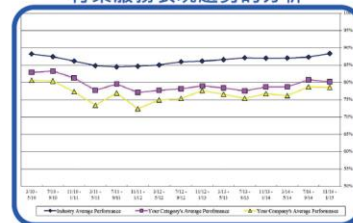
參與品牌與整體行業成績差異分析



參與品牌與組別同行之表現比較



行業服務表現趨勢的分析



導師: Ms. Janet Wong 黃碧娥小姐 (JNet Consulting Ltd)
 對象: 店舖經理、區域經理、培訓經理
 上課地點: 銅鑼灣禮頓道33-35號第一商業大廈10樓
 費用: 會員公司: 每位\$1,350 | 非會員公司: 每位\$2,025
HKRMA「神秘顧客計劃」參與公司可享 7 折 每位\$945 / \$1,417
 授課語言: 粵語授課



Janet was the Director of Training of the largest cosmetics retail chain in Asia and is also one of the top ten retail group in Hong Kong for 15 years. Other than retail experience, she held the position of Training Manager in a number of 5-star hotels in Hong Kong. Her contributions to her past working partners included the Training function development, customer service culture and system establishment, retail management training system development, staff training and development system as well as training courses design and delivery, such as Leadership, Communication, Teambuilding, Customer Service and Selling Skill, Personal Quality and Self-Motivation.

In the past 15 years, Janet has delivered training and provided training management consultancy in Singapore, Malaysia, Taiwan and big cities in mainland China, she has extensive experience in handling participants of different culture.

Janet is being recognized by mainland China as 「國家高級培訓師」, and is the Certified Practitioner of NLP and Hypnotherapist.



2016 Retail Workshops Enrolment Form

報讀工作坊名稱 Workshop Name: _____

公司資料 Company Information

Company : _____
公司名稱 _____

Contact Person (Mr./Ms.): _____ Position : _____
聯絡人 (先生/女士) _____ 職位 _____

Tel : _____ Fax : _____
電話 _____ 傳真 _____

Email : _____
電郵地址 _____

The following person(s) will attend the captioned workshop 出席者如下:

Name 姓名	Position 職位	E-mail 電郵
(Mr.先生/ Ms.女士)*	_____	_____
(Mr.先生/ Ms.女士)*	_____	_____
(Mr.先生/ Ms.女士)*	_____	_____

* Please delete whichever inappropriate *請刪去不適用者

付款方式 Payment Method

Cheque Payment 支票 HK\$ _____ (Chq No: _____)

American Express (AE) Card Payment (all information MUST be completed):

Card Member Name: _____ Card Number: _____

Card Expiry Date: _____ Amount Due: HK\$ _____

Card Member Signature: _____

聲明 Declaration

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用 貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵(event@hkma.org)或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

本公司 []同意 / []不同意 協會使用上述的個人資料作上述宣傳推廣用途。

公司蓋印

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: _____

Address 地址: _____

報名程序 Application Procedures

1. 請填妥報名表格，透過電郵或傳真交回協會，隨後可將報名表格副本連同支票，以郵寄方式遞交（支票抬頭：香港零售管理協會有限公司）。
2. 郵寄地址：香港銅鑼灣禮頓道33-35號第一商業大廈7樓。
1. Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to "Hong Kong Retail Management Association Ltd" should be sent to the HKRMA by post.
2. Mailing address: 7/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

條款及細則 Terms and Conditions

1. 活動名額有限，以先到先得方式安排，如未能成功報名者，本會將個別通知有關人士。
2. 費用須於截止報名日期前繳交，否則報名無效。報名一經接納，本會將於活動舉行日期前最少2天，向成功申請人士發出電郵確認書。
3. 報名一經接納，概不退款。
4. 如欲將參加名額轉讓予他人，必須於活動前3個工作天以書面通知協會。
5. 如活動當日上午7時或以後仍然懸掛八號颱風信號或以上 / 黑色暴雨警告信號，全日活動 (9:30am-6:00pm) 及上午活動 (9:30am-1:00 pm) 將會取消。當日下午1時或以後仍然懸掛八號颱風信號或以上 / 黑色暴雨警告信號，下午活動 (2:30pm-6:00pm) 將會取消。如活動被取消，協會將視乎情況而決定是否另行舉辦，並保留一切最終決定權。
6. 協會有權拒絕任何申請、取消或更改活動安排，並保留一切最終決定權。
1. Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.
2. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.
3. No refund for cancellation.
4. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.
5. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.
6. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.

私隱條例 Data Privacy Statement

本協會收集的 貴公司資料將用作處理上述活動申請。請注意 貴公司必須提供所有資料，以便本會處理有關申請。本會將會使用 貴公司所提供的公司資料作通訊及市場推廣的用途，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵(event@hkrma.org) 或 傳真 (2866 8380) 方式與本會職員吳小姐聯絡。

The information collected from your company will be used for purpose of processing your company' s application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company' s data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association' s above activities which are organized by the Association' s business partners. The Association shall not so use the data unless with your company' s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).