2018 Hong Kong Awards for Industries: Customer Service

**“Customer Service Proposal”**

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| **6 copies** of the “Customer Service Proposal” (Please use this Template for submission) should be reached the Association on or before the deadline by post or by hand.  Address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong  Tel: 2866-8311 |

**I. Participating Company Information**

Company Name(Chin)﹕

(Eng):

Brand Name/Division (Chin)﹕

(Eng):

Nature of Service (e.g. Retail, Catering, Banking):

Type of Products/ Services (e.g. Fashion, Jewellery):

Please briefly describe the nature of business and customer group of your company: *(Should no more than 80 words)*

Please provide the name of your Customer Service Programme:

(Chin):

(Eng):

**II. Customer Service Programme**

**Objective and Rationale**

1. What are the missions and objectives of your company towards customer service excellence? *(Should not more than 60 words)*

1. What is the rationale behind for the company to establish the customer service programme?

For example:

* To achieve company’s missions, objectives and visions
* Expect to pursue company’s market position and segments
* Collected customers’ views and to respond to their expectation

*(Should no more than 100 words)*

**Overall Strategy of the Programme and Implementation**

1. What are the objective(s) of your customer service programme/ activities? Please briefly explain in 30 words.

□ To strengthen the communication and relationship between the company/staff and customers﹕

□ To enhance the knowledge and skills of staff﹕

□ Provide incentive to encourage staff to deliver excellent customer service﹕

□ Provide value-added service to surpass customer’s expectation﹕

□ To improve the facilities/equipment provided to offer better service to customers﹕

□ To re-structure the service process to provide better service to customers﹕

□ Buttress loyalty of staff/customers towards company﹕

□ Bring happiness to customers﹕

□ Others:

1. Refer to the initiatives/activities above, please introduce the best or the most distinctive item.

(You may include on-going programme, or new activity/programme that aims at enhancing the level of customer service. The Proposal should focus on customer service initiatives/activities instead of the products or services offered for sale.)

*(Should no more than 600 words, and graphic & flow chart is allowed)*

1. Please briefly elaborate the ways to implement the programme.

For example:

* Timeframe of the programme, whether it is conducted by phases
* Target participants of the programme, involvement of the management, whether it is initiated by staff or a top-down approach
* What are the ways to implement the service programme/ activities?

*(Should no more than 600 words, graphic & flow chart is allowed)*

1. What would be the most distinctive and creative area of your customer service programme/ activities? Please briefly elaborate.

**Assessment Mechanism and Results/Effectiveness**

1. Has your company adopted the following assessment mechanism to measure the effectiveness of the initiatives/activities mentioned in the Proposal?

□ Internal mystery shopper assessment

□ Collect views from customers by feedback forms

□ Views collected from staff

□ Assessment by external party, name of the association﹕

□ Others, please specify﹕

1. What are the results obtained from the assessment of the programme? *(You may use words or graphs to elaborate)*

1. Any award or recognition related to services received in the recent 2 years?

**Note:**

You may provide supplementary information by Appendix, but should conform to the format below﹕

* No more than 15 pages in A4 size
* Written in Chinese / English
* Supplementary information such as illustrative photos, diagrams, tables, figures can be included