2021-22 Hong Kong Awards for Industries: Customer Service

**“Customer Service Proposal” Template**

「Customer Service Proposal could include company’s on-going programme, or new activity/programme that aims at enhancing the level of customer service.」

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| The “Customer Service Proposal” (you may use this Template for submission) should be reached the Association on or **before 6 August 2021** **by following channels:**   1. **By email:** [column.chu@hkrma.org](mailto:column.chu@hkrma.org) 2. **By post or by hand:**   Address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong  Enquiry: Tel: 2866-8311 |

**I. Participating Company Information**

Company Name(Chi)﹕

(Eng):

Brand Name/Division (Chi)﹕

(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**

1. **Objective of the Service Programme/ Service Philosophy of Company (10%)**
2. What are the missions and objectives of your company towards customer service excellence? *(Should not more than 100 words)*

1. **Overall Strategy of the Programme and Implementation (20%)**
2. What is the rationale behind for the company to establish the routine service programme or new service programme?

□ 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

□ Others, please elaborate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Does the company's customer service measures or plans include the following objectives?

*(Please indicate with “✓” and add comments no more than 30 words if necessary.)*

□ 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 or customers towards company:

□ Others:

1. Please briefly elaborate your service initiatives/ activities, and the ways to implement the programme.

For example:

* What have been included in the service programme/ activities
* 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?

*(Please elaborate with no more than 1,200 words. The Proposal should focus on customer service initiatives/activities instead of the products or services offered for sale, and graphic & flow chart is allowed)*

1. **Creativity & Service Innovation (20%)**
2. Any changes/breakthrough made to traditional service processes/ operations that help engage customers and make interaction with customers, providing customers a unique and exciting service experience?

(*Please briefly elaborate with no more than 200 words.)*

1. Throughout the processes from planning, formulation, implementation to measurement, what would be the most distinctive and creative item(s) of your customer service programme/ activities?

*(Please briefly elaborate with no more than 200 words.)*

1. **Assessment Mechanism and Results/Effectiveness (10%)**
2. 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?

*(Please briefly elaborate with no more than 200 words. You may use point form or graphs to elaborate)*

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

1. **Cost Effectiveness & Sustainability (10%)**
2. Any actions to sustain or review the company's service programmes/plans so as to maintain high-quality customer service levels.

*(Please briefly elaborate with no more than 300 words.)*

1. Is your company satisfied with the relative effectiveness of the resources and manpower costs devoted to the service programmes/plans?

*(Please briefly elaborate with no more than 300 words.)*

***Note:***

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

* *No more than 10 pages in A4 size*
* *Written in Chinese or English*
* *Supplementary information such as illustrative photos, diagrams, tables, figures can be included*