2023-24 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) and the attachments should be reached the Association on or before the deadline via email （[column.chu@hkrma.org](mailto:column.chu@hkrma.org)）  Submission Deadline:7 June 2024  Enquiry: Tel: 2866-8311 / website: hkai.hkrma.org |

**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%)**

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? 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

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

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

*(Please elaborate with 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/technology 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 and ways of the programme
* Target participants of the programme, involvement of the management and staff, the other stakeholder/relevant partners, etc

*(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%)**

□ We incorporate innovative elements in the development and implementation of our services and strive to provide our customers with a unique experience

□ Our innovation elements cover the following areas：

□ Service Design

□ Selling/ Service Delivery Process

□ Customer Relationship Management

□ Staff Training

□ Technology Application

□ Others

1. Please state briefly the changes/breakthrough made to traditional service processes/ operations, such as innovative measures that help engage customers or new elements added to enhance customers’ 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*

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| **Other reference information** |

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| 6 | Please put ✓and provide related reference of your campaign (if applicable).   |  |  |  | | --- | --- | --- | |  | Brochure | Please provide e-version if have. | |  | Media interview | |  | Related photo/ video | |  | Website | http:// | |  | Other, please state |  | |