



香港工商業獎

**2023-24
HONG KONG
AWARDS FOR
INDUSTRIES**



**CREATIVITY
STRATEGY**

**SERVICE
SUSTAINABILITY**

Customer Service
顧客服務



HKRMA



Call for Entry
現已接受報名

時間表 Timetable

開始接受報名日期 2024年3月18日

Open for Entry 18 Mar 2024

截止報名日期 2024年6月7日

Closing of Entry 7 June 2024

初步評審 2024年6月中至9月中

Preliminary Assessment by HKRMA

Mid-June to Mid-September 2024

第一階段 Phase I

- 審閱所有參賽公司呈交之顧客服務計劃書
- 進行神秘顧客評審
- Assess Customer Service Proposals
- Conduct Mystery Shoppers Assessment

第二階段 Phase II

- 邀請參賽公司面談及介紹其計劃書
- Presentation by shortlisted companies

最終評審委員會之評審 (第三階段)

2024年9月中至下旬

Final Judging (Phase III)

Mid September to Late September 2024

- 向最終評審委員會推薦入選名單作最後評審以角逐獎項
- Nominations to the Final Judging Panel for the selection of Award winners

頒獎典禮 2024年12月

Winners Award Presentation

Ceremony December 2024



2023-24 香港工商業獎：顧客服務

香港工業獎及香港服務業獎分別於1989年及1997年設立，旨在表揚和鼓勵有傑出成就的廠商和企業，以推廣工業及服務業的成功策略。這兩項獎勵計劃於2005年邁進新里程，合併為「香港工商業獎」。此獎項是獲香港特區政府支持的獎勵計劃。

香港工商業獎設有五個組別獎項，包括顧客服務、消費產品設計、設備及機械設計、創意及升級轉型，分別由五個相關行業的機構舉辦。

香港零售管理協會非常榮幸能成為「顧客服務」組別的主辦機構。此獎項一直深獲來自多個不同服務行業的公司參加角逐，包括零售、金融及銀行、婚宴服務、餐飲、酒店、物業管理、電訊服務、旅行社及不同的專業服務等。

目標

- 鼓勵並表揚提供優質顧客服務的機構。
- 致力推廣優質服務的重要性，以提升香港整體的顧客服務水平。
- 持續及增強香港的競爭力，鞏固香港作為國際服務之都的美譽。

獎項級別

獎項共分為三個級別：

1. 顧客服務大獎
2. 顧客服務獎
3. 顧客服務優異證書

最傑出的參賽機構將頒發「顧客服務大獎」。



參賽得益

- 獲獎機構的卓越成就可獲得表揚和宣傳。
- 各參賽機構之顧客服務計劃之成效可獲得彰顯。
- 參賽機構，以致整體服務行業的服務水平可獲改善及提升。
- 獲獎機構將得到廣泛的宣傳和各界之認同。

獲拍宣傳短片

TV commercials and video showcase



獎座/獎狀

Trophy / Certificate



報章推廣

Newspaper supplement



刊物宣傳

Publications



於政府及協會網站推廣

Promotion via websites



參賽資格

- 除政府部門/機構外 (資助機構或非政府部門法定機構，例如大學，則不在此限)，在香港以服務消費者為主的企業或其部門均符合參賽資格。
- 參賽機構主要於香港提供服務，並在香港擁有零售店舖/顧客服務中心，或有提供對外的客戶服務渠道，以便主辦機構以神秘顧客探訪的形式進行評審。
- 香港工商業獎大獎得獎者，在其後一界同一組別的比賽中，將不獲考慮任何獎項。例如2021-2022年的顧客服務大獎得獎者，在2023-2024年參加顧客服務組別，不會獲頒發任何獎項。
- 香港工商業獎組別獎及優異證書得獎者，如在其後一界參加同一組別的比賽，則只會在更高級別的獎項中，才獲得考慮。例如2021-2022年顧客服務獎及優異證書得獎者，在2023-2024年參加顧客服務組別，只可角逐更高級別的獎項。
- 每間參賽機構，每年不可參加多過兩個以公司為單位的組別，每組別只限參賽一次。
- 如參賽機構的商業登記證編號，與過往得獎公司相同或首八個位數字相同，將被視為同一公司。
- 香港工商業獎大獎和組別獎只會頒發予以公司或公司部門身分參賽的機構。以項目身分參賽的機構將只獲考慮頒發優異證書，但有關項目須屬長期性質(例如一年)。
- 就選拔得獎者而言，最終評審委員會擁有最終決定的權力。主辦機構亦保留權利，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。

評審程序

評審共分三個階段，第一及第二階段由香港零售管理協會所組織的評審團進行甄選，而第三階段則由香港工業貿易署組織的最終評審委員會作最後評審。



評審準則

顧客服務計劃書

參賽機構必須填妥參加表格，並於截止日期前呈交「顧客服務計劃書」(可以以主辦機構提供的範本呈交)。評審團將按以下準則審閱計劃書：



溫馨提示：有關「顧客服務計劃書」的格式和指引，請參照後頁。

神秘顧客評審

協會將派遣神秘顧客向參賽機構轄下的店舖，或對外的客戶服務渠道進行電話/實地探訪，評審範圍包括以下各方面：

-
- | | |
|--|--|
| <input checked="" type="checkbox"/> 員工的儀表 | <input checked="" type="checkbox"/> 工作態度及主動性 |
| <input checked="" type="checkbox"/> 店舖/工作地方的整潔 | <input checked="" type="checkbox"/> 員工協助 |
| <input checked="" type="checkbox"/> 接待顧客 | <input checked="" type="checkbox"/> 顧客離開前的服務 |
| <input checked="" type="checkbox"/> 對產品/服務的認識 | <input checked="" type="checkbox"/> 售後服務 |

參加費用

參加費用全免。

(為方便神秘顧客作探訪評估，如被探訪的店舖/顧客服務點，必須牽涉購買商品/門票，如食肆、主題公園、電影院等，參與機構必須提供現金津貼/門票。現金津貼面額或門票數量，將根據探訪次數及所售賣的商品/服務而定。協會將會個別聯絡參賽的機構，商討有關安排。)

參賽辦法

參賽機構須於2024年6月7日或以前，提交以下資料：

1. 參加表格
2. 商業登記副本
3. 「顧客服務計劃書」(可選擇以主辦機構提供的範本呈交)

參賽機構可將填妥的參加表格，及商業登記副本提前電郵至香港零售管理協會。而「顧客服務計劃書」必須以電郵於截止日期前呈交至協會。

「顧客服務計劃書」指引

計劃書格式

「顧客服務計劃書」	+	附件
<ul style="list-style-type: none"> 不多於4頁A4紙或以主辦機構提供的範本提交 可中文/英文書寫 重點撮要機構服務 服務計劃內容 		<ul style="list-style-type: none"> 不多於10頁A4紙 中文/英文書寫 簡介機構背景 可附上相關相片、表格或調查數據

溫馨提示：

- 若計劃書不符合以上的規定，協會有權退回計劃書予有關參賽機構。
- 往年曾經呈交的計劃書將不獲接納。

計劃書內容 (只供參考)

內容應以精簡及清晰為要。

1. 目標及服務理念

簡述機構對優質顧客服務的目標、宗旨或理念。

溫馨提示：

- 計劃書內文可重點簡介機構主要的服務，詳細的機構背景可包含於附件內。
- 機構其他不相關的業務以及與計劃書沒直接關係的資料，則建議不須提交。

2. 服務措施/計劃策略及執行

2.1 服務措施/新計劃項目如何制定(Why)

計劃書所提及現有的恆常顧客服務措施或新計劃，當中的策略如何制定？例如：

- 秉承機構的目標使命和宗旨
- 透過分析機構的市場定位
- 回應透過市場調查而得知的顧客期望

2.2 計劃內容是甚麼？希望透過計劃達到甚麼成果？當中可包括機構現有的恆常措施，或針對提升顧客服務而新推行的一套計劃，或綜合兩者；而這些措施能夠(What)：

- 加強機構、員工、顧客的關係
- 加強員工的知識和技能，或如何激勵員工為顧客提供更佳服務
- 為顧客提供增值服務以超越顧客的期望
- 加強機構/員工與顧客的溝通
- 增加設施/硬件配套/科技，或重整服務流程，為顧客帶來更便利及舒適的服務
- 鞏固員工或顧客對機構的愛戴和忠誠度

溫馨提示：

- 計劃書所提及的措施和策略應該是能直接或間接提升顧客服務。
- 內容應該以如何做好顧客服務為重點，而不須用太多篇幅介紹參賽機構所售賣之產品或服務詳情。
- 建議可用較多篇幅介紹機構最具特色的服務內容及執行情況。

2.3 執行計劃(How)

精簡介紹措施/計劃的執行方法和形式，包括推行時間表、對象、形式和細節，例如：

- 服務的重點是甚麼
- 推行時序及形式
- 推行的對象，管理層及員工的參與，其他持份者/相關合作伙伴的參與等
- 各項活動的推行情況

3. 創新及服務創意

- 可簡述貴公司如何在傳統的服務運作和模式作出改變，例如以創意增加與顧客互動，或在服務流程中加入新元素去提升顧客的服務體驗。
- 可列出貴公司的服務計劃，在策劃、執行、整個服務流程及評估當中，最具特色或創意的地方。

4. 評估機制及成效

4.1 顧客服務計劃應包括一個評估的機制，以說明機構如何評定其計劃的成效，例如：

- 以神秘顧客作為評估工具
- 顧客的意見回饋
- 透過員工向顧客收集的意見
- 透過外部機構進行調查/評估，例如名稱
- 其他評估方法、調查或分析系統

4.2 成效/達標程度

- 透過評估機制得出的結果或成效如何？
- 這成效能否達到機構最初制定計劃時的預期目標？
- 顧客的滿意/不滿意度有何變化？
- 評估結果如何幫助機構持續改善服務？
- 機構於最近2年在國際或本地贏取了甚麼與服務相關的獎項或認證？

5. 成本效益及可持續性

- 可說明如何持續推動公司的服務項目/計劃，保持優質的顧客服務水平。
- 請簡單說明貴公司就服務項目/計劃所投放的資源和員工成本，相對成效是否滿意，並列出原因。

截止報名日期

參賽的截止日期為2024年6月7日。遲交之表格及計劃書將不被接納。

資料保密

參賽機構提供的有關資料及在評審期間所得的資料，主辦機構將予以絕對保密。

主辦機構簡介 — 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。成立四十一年以來，協會在促進本地零售業發展及代表業界意見，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，至今會員公司店舖接近九千間，僱員數目佔本港總零售僱員超過二分一。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，該聯盟的會員遍及十七個亞太地區及國家。



查詢

有關「2023-24香港工商業獎：顧客服務」的詳情，請瀏覽hkai.hkrma.org。如有任何查詢，請致電2866 8311 與褚小姐或吳小姐聯絡。

2021-2022 香港工商業獎：顧客服務組別得獎名單 Winners of "2021-2022 Hong Kong Awards for Industries: Customer Service"

顧客服務獎 Customer Service Award

HKT Premier

HKT Limited - HKT Premier
香港電訊有限公司 - 香港電訊尊顯服務

六福珠寶

LUKFOOK JEWELLERY

Luk Fook Holdings (International) Limited
六福集團 (國際) 有限公司



Skinique Limited - SKIN & Co.
杏蘭有限公司 - SKIN & Co. 醫學美容中心



The Hongkong and Shanghai Banking Corporation Limited - Commercial Banking
香港上海滙豐銀行有限公司 - 工商金融



Yue Man Square Management Company Limited
裕民坊管理有限公司

顧客服務優異證書 Customer Service Certificate of Merit



Apple Storage Group Limited
蘋果迷你倉集團有限公司



Circle K Convenience Stores
(HK) Limited
OK 便利店有限公司



Citistore (Hong Kong) Limited
千色 Citistore



Clubone Limited
會所 1 號有限公司



Fila Marketing
(Hong Kong) Limited
斐樂市場 (香港) 有限公司



Hong Yip Service Company
Limited - Harbour North
康業服務有限公司 - 北角匯



Kai Shing Management Services
Ltd - Millennium City 1, 2, 3 & 6
Management Services Office
啟勝管理服務有限公司 - 創紀之城
一、二、三及六期服務處



Paragon Asia Holding Limited
百利港亞洲有限公司



Sidefame Ltd—Anteprima
西彥有限公司 - Anteprima

彰顯卓越 表現優質服務!

請即參加 2023-24「香港工商業：顧客服務」
把握機會突顯公司的優勢和卓越服務，加強公司競爭力

Demonstrate Excellence and Quality Service!

Act Now! Participate in the Award to showcase your company's outstanding service,
and to strengthen company's competitiveness.

2023-24 Hong Kong Awards for Industries: **Customer Service**

The Hong Kong Awards for Industry and the Hong Kong Awards for Services were established in 1989 and 1997 respectively to recognize and encourage excellence as well as to promote successful practices and strategies in different aspects of industrial and service performance. A milestone was reached in 2005 with the merging of the two Awards Schemes into the "Hong Kong Awards for Industries", and championed by the HKSAR Government.

The Awards Scheme covers five categories including customer service, consumer product design, equipment and machinery design, innovation and creativity, and upgrading and transformation. Each award category is organized by one leading organiser.

The Hong Kong Retail Management Association is proud to be the organiser for the award category on "Customer Service". Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors, including retailing, banking and finance, banquet and wedding planning, catering, hotel, property management, telecommunication, travel agencies and various service providers.

Objectives

- To recognize and encourage excellence in the service industries by giving public recognition to outstanding companies.
- To promote the importance of quality service and to improve Hong Kong's overall standard of customer service.
- To sustain and enhance Hong Kong's competitiveness as an international service centre.

Benefits of Participation

- The companies with outstanding achievements in customer service will be recognized and publicized.
- The effectiveness of each company's customer service improvement programme could be promoted.
- The service level of individual companies as well as the whole service sector could be improved and enhanced.
- The award winning companies will receive extensive media coverage and recognition.

Award Levels

The Award for Customer Service category consists of three levels, the most outstanding entry will be awarded the Customer Service Grand Award.

1. Customer Service Grand Award
2. Customer Service Award
3. Customer Service Certificate of Merit

Eligibility

- Companies, organizations and individual division of a company operating in Hong Kong (except departments/agencies of the HKSAR Government) are eligible to enter. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities).
- Participating companies should be engaged in service oriented businesses and such service should be mainly provided in Hong Kong. To enable on-site or telephone mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have retail or service outlet, or external customer service channel where the organizer could perform such mystery assessment.
- A Grand Award winner of one year will not be considered for any award in the same category in the following year. For instance, the 2021-2022 Customer Service Grand Award would not be considered for any award in the "Customer Service" category in 2023-2024.
- An Award or Certificate of Merit winner of one year, when participating in the same category in the following year will only be considered for a higher award. For instance, the Customer Service Award or Certificate of Merit of 2021-2022 will only be considered for a higher level award in the "Customer Service" category in 2023-2024.
- A company can take part in no more than two company-based categories in the same year. A company can only submit one entry in each category.
- Any company whose Business Registration number is identical to or has the same first eight digits with that of a past winner will be regarded as the same company as the past winner.
- Grand Award and Category Award will be considered on the basis of a company, or a particular division of a company, rather than a project. Certificate of Merit might be considered on a project basis but the project should be implemented on a longer term basis (say a year).
- In terms of selecting winners, the decision of the Final Judging Panel is final. The Organizer however reserves the right to disqualify any winner and to withdraw or revoke any award so granted, without entitling the winner to any compensation therefor.

Assessment

Participating companies are assessed by Judging Panels in Phase I & Phase II formed by the Association. Shortlisted companies from Phase II will then be nominated to the Final Judging Panel formed by the Hong Kong Trade and Industry Department for final assessment.



Judging Criteria

Assessment on Customer Service Proposal

The Customer Service Proposal will be assessed according to the following criteria:

- Objectives / Service Philosophy (10%)
- Overall Strategy & Implementation (20%)
- Creativity & Service Innovation (20%)
- Measurement System & Results (10%)
- Cost Effectiveness & Sustainability (10%)

Mystery Shoppers Assessment

Company's outlets or external customer service channels will be assessed according to the following service criteria:

- Staff appearance
- Store / Service area housekeeping
- Greeting & approaching customers
- Staff assistance
- Staff attitude & proactiveness
- Product / Service knowledge
- Till service / Customers leaving
- After sales service

Participation Fee

No participation fee is required.

(For businesses requiring transactions / purchases such as fast-food outlets, restaurants, theme park, cinemas etc., participating companies will be requested to provide the Association with cash allowance / tickets in order for the Association to conduct mystery shoppers assessment. The amount of cash allowance / tickets will depend on the number of visits to be performed and the cost of the participating company's product / service. The Association will discuss with individual participating company upon receipt of the enrolment form.)

Enrollment

Participating company is invited to submit:

1. Entry Form

2. Business Registration Copy

3. Customer Service Proposal (May use the template provided by the Organizer)

It is suggested to email / post the Entry Form and Business Registration Copy to the Association on an earlier date and then submit the Customer Service Proposal on or before 7 June 2024. The Proposals should be reached the Association by email / post / hand.

Guidelines for Customer Service Proposal

Format

Customer Service Proposal	+	Appendix
<ul style="list-style-type: none"> • No more than 4 pages in A4 size <u>OR</u> use the template provided by the Organizer • Written in Chinese / English • Executive summary on service provided by the Company • Details of customer service programme 		<ul style="list-style-type: none"> • No more than 10 pages in A4 size • Written in Chinese / English • Company background • Supplementary information such as illustrative photos, diagrams, tables, figures can be included

Note:

- If the Proposal does not conform to the format as specified, it may be returned to the participating company.
- Any proposal that has been previously submitted will not be accepted.

Content of Proposal (For Reference only)

The proposal should be written concisely and as brief as possible.

1. Objective / Service Philosophy of the Company

What are the missions and objectives and vision of your company towards customer service excellence?

Note:

- You may mention the core service(s) provided by your company. The company background is suggested to be included in the appendix.
- The Proposal should only cover the details of customer service programme.

2. Overall Strategy & Implementation

2.1 Overall strategy of the programme (Why)

How is the routine customer service programme or new service programme developed?

For example:

- To achieve company's missions, objectives and visions
- Through identifying company's market position and segments
- To respond to customer expectation

2.2 What are the initiatives / activities of the customer service programme? What does the company aim to accomplish? (What)

You may include on-going programme, or new activity / programme (which should have been launched) in addition to the on-going programme, or combining both. These initiatives / activities should be able to:

- Through identifying company's market position and segments
- Enhance the knowledge and skills of staff, and provide incentive to encourage staff to deliver excellent customer service
- Provide value-added service to surpass customer's expectation
- Strengthen the communication between the company / staff and customers
- Improve the facilities / equipment / technology provided, or re-structure the service process to provide better service to customer
- Buttress loyalty of staff / customers towards the company

Note:

- Initiatives / activities mentioned in the Proposal should be associated direct or indirectly to enhance the level of customer service.
- The Proposal should focus on customer service initiatives / activities instead of the products or services offered for sale.
- Company should highlight the customer service features / activities which are distinctive from others.

2.3 Implementation (How)

How are the programme going to be implemented?

You may briefly elaborate the ways to implement the programme, such as:

- 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
- Other details of implementation as deemed appropriate

3. Creativity & Service Innovation

- Any changes / breakthrough made to traditional service processes / operations, such as innovative measures that help engage customers of new elements added to enhance customers' experience?
- You may elaborate what would be the most distinctive and creative item(s) of your customer service programme / activities throughout the processes from planning, formulation, implementation to measurement.

4. Assessment Mechanism & Results

4.1 The customer service programme should set out an assessment mechanism to measure the effectiveness of the initiatives / activities mentioned in the Proposal. The assessment mechanism may include:

- Mystery Shopper Assessment
- Feedback from customers
- Views collected from staff
- Assessment by external party, name of the association
- Others e.g. survey and data analysis

4.2 Results / Effectiveness as measured against programme objectives

- What are the results obtained from the assessment of the programme?
- Does the programme achieve the objectives as planned?
- Any changes have been observed to the customer satisfaction level?
- How can the results contribute to support a sustainable enhancement in customer service?
- Any award received at local or international level in the recent 2 years should be mentioned?

5. Cost Effectiveness & Sustainability

- Briefly elaborate if there are any actions to sustain or review the company's service programmes / plans so as to maintain high-quality customer service levels.
- Is your company satisfied with the relative effectiveness of the resources and manpower costs devoted to the service programmes / plans?

Deadline

The deadline for submission of entries falls on Friday, 7 June 2024. All late entries will not be accepted.

About the Organizer – 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 41 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 about 9,000 retail outlets and employing over half of the local retail workforce. 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 17 Asian Pacific countries and regions.



Enquiries

Please visit hkai.hkrma.org for details of the Award. For enquiry, please contact Ms. Column Chu or Ms. Peggy Ng of the Association at 2866 8311.

顧客服務 *Customer Service*

參加表格 Entry Form

截止日期 Deadline : **7 - 6 - 2024**

參賽第一步 Step 1

建議參賽機構將填妥的參加表格及商業登記副本，於截止日期前，預先電郵至香港零售管理協會。

It is suggested to email the Entry Form and Business Registration Copy to the Association at an earlier date before the deadline.

電郵 Email: event@hkrma.org

第二步 Step 2

「顧客服務計劃書」(可以主辦機構提供的範本呈交) 必須於截止日或以前，以電郵呈交至香港零售管理協會。

Written Customer Service Proposal should be reached the Association on or before the deadline by email.電郵 Email: column.chu@hkrma.org**必須填妥以下各部份 Must complete ALL parts:**

第 1 部份 / SECTION 1

參賽公司名稱 : _____

Company Name: _____

參賽品牌/部門 : _____

Brand Name / Division: _____

(如以品牌或部門參賽，必需填寫。Must complete if it is participated by brand or individual division.)

公司主要行政人員或代表之名稱 : _____

(代表人員職位 : _____)

Name of Chief Executive or representative of company: _____

(Position of representative: _____)

地址 : _____

Address: _____

電話 Tel: _____ 電郵 Email: _____

商業登記號碼 Business Registration No: _____

聯絡人姓名 : _____ 職位 : _____

Contact Person: _____ Title: _____

電郵 Email: _____ 電話 Tel: _____

第 2 部份 / SECTION 2

1. 參賽機構店舖或顧客服務中心數目 Number of Outlets / Service centres of Participating Company*:

*請以試算表格式(Excel)，電郵一份有關貴公司**最新的**店舖或顧客服務中心的名單，列明其所屬地址、電話及辦公/服務時間。

*Please attach by email of an **up-to-date** list in excel file of your outlets / service centres, including address, telephone numbers and trading / servicing hours.

2. 參賽公司/部門的僱員人數 Number of Employees of participating company / division: _____

3. 服務性質 [如零售、餐飲、銀行] Nature of Service (e.g. Retail, Catering, Banking): _____

4. 產品/服務類別 [如時裝、珠寶] Type of Products / Services (e.g. Fashion, Jewellery): _____

5. 本公司曾參與過往三屆的香港工商業獎。

Our company has entered the past three Hong Kong Awards for Industries (HKAI).

有 Yes ☐ 沒有 No ☐

如有，請列出以下資料。 If yes, please list out the below information.

參賽年份 Year	參賽組別 Category	獎項 Award attained (如有 if any)

參賽機構須知 Note to Entrants:

保障個人資料：作為資料使用者，參賽機構應遵守《個人資料(私隱)條例》(第486章)的規定，保障有關個人資料的私隱。

Protection of Personal Data: Entrants, as data users, are reminded to comply with the provisions under the Personal Data (Privacy) Ordinance (Cap.486) and to protect the privacy of the personal data concerned.

聲明 Declaration:

本人 / 本公司同意遵守所有有關這個獎項的規則，及所有由主辦機構和評審團對「2023-24香港工商業獎: 顧客服務」一切有關事宜之最終決定。

I hereby agree to abide by all the rules and regulations of the Award and agree that all decisions made by the Organizer and by the panel of judges are final and binding in all respects and matters relating to the 2023-24 Hong Kong Awards for Industries: Customer Service.

簽署 Signature: _____ 職位 Title: _____

簽署人姓名 Signed by: _____ 日期 Date: _____

查詢 Enquiry: (852) 2866 8311

本公司透過以下途徑得知是次比賽：(可選擇多於一項)

Our company has come to know this competition through the following channel(s): (You may choose more than one item)

☐ 主辦機構的電郵 Email from the HKRMA

☐ Facebook

☐ HKRMA網站 Website

☐ 政府網站 Government Website

☐ 主辦機構的小冊子 HKRMA Brochure

☐ 電台 Radio

☐ 宣傳海報 Poster

☐ 政府宣傳單張 Leaflet

☐ 其他公司轉介 Referral : _____ (請註明 please specify) ☐ 其他 Others : _____ (請註明 please specify)

2023-24 香港工商業獎：顧客服務「顧客服務計劃書」

2023-24 Hong Kong Awards for Industries: Customer Service "Customer Service Proposal"

顧客服務計劃可包括公司現有的恆常措施及服務，或針對提升顧客服務而新推行的一套計劃。
內容應該以如何做好顧客服務為重點。

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

請於截止日期之前，將「顧客服務計劃書」(可採用此範本呈交) 連同附件，以電郵方式提交至協會：

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:

電郵 Email : column.chu@hkrma.org

截止日期 Deadline: 2024年6月7日 (7 June 2024)

查詢Enquiry: 電話 Tel: 2866-8311 / 網頁 Website: hkai.hkrma.org

I. 參賽機構資料 Participating Company Information

參賽公司 Company Name

(中文 Chi): _____

(英文 Eng): _____

參賽品牌/部門 Brand Name / Division

(中文 Chi): _____

(英文 Eng): _____

服務性質[如零售、餐飲、銀行] Nature of Service (e.g. Retail, Catering, Banking):

產品/服務類別[如時裝/商場管理] Type of Products / Services (e.g. Fashion, Jewellery):

請簡介公司的主要業務性質和顧客群：(請不多於80字說明)

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

請提供顧客服務計劃之名稱

Please provide the name of your Customer Service Programme:

(中文 Chi): _____

(英文 Eng): _____

II. 顧客服務計劃 Customer Service Programme

1. 目標及理念 Objective of the Service Programme / Service Philosophy of Company (10%)

機構對優質顧客服務的宗旨、目標或理念：(請不多於100字說明)

What are the missions and objectives of your company towards customer service excellence? (Should not more than 100 words)

2. 服務措施/計劃策略及執行 Overall Strategy of the Programme and Implementation (20%)

(1) 機構現有的恆常顧客服務措施/新計劃是基於甚麼理念而建立？

What is the rationale behind for the company to establish the routine service programme or new service programme?

例如 For example:

- ☐ 秉承機構的目標使命和宗旨
To achieve company's missions, objectives and visions
- ☐ 分析及期望達至市場目標定位
Expect to pursue company's market position and segments
- ☐ 回應透過市場調查而得知的顧客期望
Collected customers' views and to respond to their expectation
- ☐ 其他:
Others, please elaborate: _____

(2) 機構的顧客服務措施或計劃，有否包括以下目標？(如有需要，請以30字簡述內容。)

Does the company's customer service measures or plans include the following objectives?
(Please elaborate with no more than 30 words if necessary.)

- ☐ 加強機構/員工與顧客的溝通和關係：
To strengthen the communication and relationship between the company / staff and customers:

- ☐ 加強員工的知識和技能：
To enhance the knowledge and skills of staff:

☐ 激勵員工為顧客提供更佳服務：

Provide incentive to encourage staff to deliver excellent customer service:

☐ 為顧客提供增值服務以超越顧客的期望：

Provide value-added service to surpass customer's expectation:

☐ 增加設施/硬件配套/ 科技，為顧客帶來更便利及舒適的服務：

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

☐ 重整服務流程，為顧客帶來更佳服務：

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

☐ 鞏固員工或顧客對機構的愛戴和忠誠度：

Buttress loyalty of staff or customers towards company:

☐ 其他內容/措施：

Others:

(3) 請簡介此服務計劃的內容/項目，以及推行過程。例如：

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

- 服務的重點是甚麼

What have been included in the service programme / activities

- 推行時序及形式

Timeframe and ways of the programme

- 推行的對象，管理層及員工的參與，其他持份者/相關合作伙伴的參與等

Target participants of the programme, involvement of the management, the other stakeholder / relevant partners, etc

(請不多於1,200字精簡說明，內容應該以如何做好顧客服務為重點，不須用以太多篇幅介紹參賽機構所售賣之產品。可加圖表/流程表配合講解)

(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)

3. 創新/服務創意 Creativity & Service Innovation (20%)

(1) 請簡述貴公司如何在傳統的服務運作和模式作出改變，例如以創意增加與顧客互動，或在服務流程中加入新元素去提升顧客的服務體驗。

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.)

- (2) 你認為貴公司的服務計劃，在策劃、執行、整個服務流程及評估當中，最具特色或創意的地方是甚麼？
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.)

4. 評估機制及成效 Assessment Mechanism and Results / Effectiveness (10%)

- (1) 貴公司有否用以下的方法評估機構推行的服務措施/計劃？
Has your company adopted the following assessment mechanism to measure the effectiveness of the initiatives/ activities mentioned in the Proposal?

- ☐ 以神秘顧客作為評估工具
Internal mystery shopper assessment
- ☐ 顧客的意見回饋
Collect views from customers by feedback forms
- ☐ 透過員工向顧客收集的意見
Views collected from staff
- ☐ 透過外部機構進行調查/評估，名稱：
Assessment by external party, name of the association: _____
- ☐ 其他評估方法，請說明：
Others, please specify: _____

- (2) 請提供評估成效：(請以不多於200字精簡說明，可用文字或圖表方式表達)
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)

- (3) 可列出公司最近2年獲取與服務相關的獎項或認證。
Any award or recognition related to services received in the recent 2 years?

5. 計劃的成本效益及可持續性 Cost Effectiveness & Sustainability (10%)

(1) 請說明如何持續推動公司的服務項目/計劃，保持優質的顧客服務水平。

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.)

(2) 貴公司就服務項目/計劃所投放的資源和員工成本，相對成效是否滿意？請以不多於300字精簡說明。

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.)

備註 Note:

參賽公司可另外以附件提供附加資料，但要符合以下格式：

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

- 不多於10頁A4紙
No more than 10 pages in A4 size
- 可以中文或英文書寫
Written in Chinese or English
- 內容可包括相片、表格、圖表或調查數據等
Supplementary information such as illustrative photos, diagrams, tables, figures can be included



HKRMA

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