

香港工商業獎  
2018  
HONG KONG  
AWARDS FOR  
INDUSTRIES



# *Customer* 顧客服務 *Service*

*Winners*  
*Brochure*  
得獎機構簡介



HKRMA

# 2018

Hong Kong Awards for Industries Customer Service Category  
香港工商業獎：顧客服務組別得獎名單

Standard Chartered Bank (HK) Ltd. -  
Retail Banking  
渣打銀行(香港)有限公司 - 個人金融業務

Standard Chartered  
渣打銀行



Grand Award  
Winner

City Super Limited - LOG-ON

**LOG-ON**

Certificate  
Winner

Hong Kong Telecommunications (HKT) Limited -  
HKT  
香港電訊有限公司-香港電訊

**HKT** 香港電訊

Certificate  
Winner

Hong Kong Aviation Ground Services Ltd.  
香港航空地面服務有限公司



Award  
Winner

K11 Concepts Limited -  
K11 Management Office



Award  
Winner

PCCW - HKT Limited -  
Customer Service Center

HKT - Customer Service Center  
香港電訊 - 客戶服務中心



Award  
Winner

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



Award  
Winner

UDomain Web Hosting Co. Ltd.  
通域存網有限公司



Award  
Winner

Ngong Ping 360  
昂坪360有限公司



Certificate  
Winner

Quality HealthCare Medical Services Ltd.  
卓健醫療服務有限公司



Certificate  
Winner

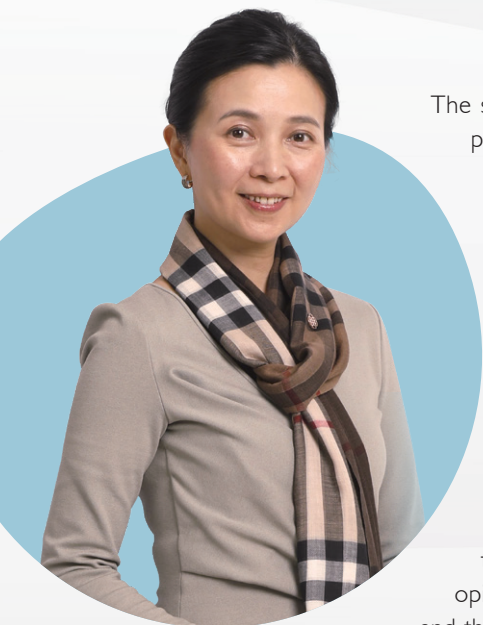
YHY International Investment Incorporation Ltd. -  
God's Rainbow  
浩欣國際投資有限公司-神彩飛揚



Certificate  
Winner

# Message from the Chairman of the Hong Kong Retail Management Association

## 香港零售管理協會主席獻詞



The service industry is a major pillar driving Hong Kong's economic growth, and quality services are particularly essential to maintain the territory's competitive edges. Hence, the introduction of "Customer Service" category under the Hong Kong Awards for Industries plays a vital role in elevating Hong Kong's overall customer service level and its international competitiveness.

The Hong Kong Awards for Industries is an award-winning scheme highly supported by the Hong Kong SAR Government. Following the launch of the award's "Customer Service" category in 1997, the Association is proud being the organiser of the award category. Moreover, the Association is glad to see that the category has attracted participation by a wide spectrum of service industries including retail, finance and banking, catering, property management, telecommunications services, travel agencies, as well as professional services.

In recent years, customers have increasingly heightened their service demands, while pursuing unique experiences. The Association is very pleased to see that the participating companies have taken quality service culture as their core value, that they have been keenly collecting customer opinions for improvement at every point of customer experience during the engagement journey, and that they have offered their customers warm and wonderful service experience through nimble and innovative thinking.

It is our aspiration that every business sector will keep on upholding their quality service culture and carrying our service quality to a higher level.

On behalf of the Association, I would like to thank all members of the judging panel for their support and contributions. Also, I would like to extend my heartfelt congratulations to the winners of the "Customer Service" award category.

服務業是香港經濟的重要支柱，而優質服務對維持香港的競爭力極為重要。香港工商業獎「顧客服務」組別的成立，發揮了提升本港整體顧客服務水平和國際競爭力的效用。

香港工商業獎是獲香港特區政府鼎力支持的獎勵計劃。協會很榮幸自1997年創立「顧客服務」組別以來，成為此組別的主辦機構，並且獲眾多不同服務行業的公司參加，包括零售、金融及銀行、餐飲、物業管理、電訊服務、旅行社及不同的專業服務等。

近年顧客對服務的要求與日俱增，而且追求獨特體驗。協會十分高興看到參賽的公司，把優質服務文化視為企業的核心價值，在顧客體驗旅程的每一個接觸點，主動收集顧客的意見以作改善，並以靈活創新的思維，為顧客帶來貼心及喜出望外的服務體驗。

協會期望各行各業繼續竭誠推動優質的服務文化，將本港服務業的質素推至更高水平。

本人謹代表協會感謝各評審委員的支持和貢獻，並對「顧客服務」組別各得獎企業致以衷心祝賀。

A stylized, handwritten signature in black ink, appearing to read 'Annie Tse Yau'.

Annie Tse Yau  
謝邱安儀





# 2018

Hong Kong Awards for Industries: Grand Award Winner  
香港工商業獎：顧客服務大獎

**Standard Chartered Bank (HK) Ltd. - Retail Banking**  
**渣打銀行(香港)有限公司 - 個人金融業務**

**Standard Chartered**  
渣打銀行 

As one of the note-issuing banks and a bank of almost 160 years' history in Hong Kong, Standard Chartered is committed to offering high quality banking services that cater to the needs of our clients and promoting Hong Kong as an international financial centre. Our brand promise 'Here for good' underpins our service commitments.

We have built our strength in the Banking industry because of provision of a vast array of banking products and services, which we pride ourselves on in terms of 'innovation' and 'make banking easy' for our clients.

We have implemented the "HUMAN Service Programme" which was designed with a focus on human needs with an all-round attention, by putting high and equal attention to taking care of the needs of both internal staff and our clients.

渣打在香港擁有差不多 160 年歷史，是本港發鈔銀行之一，我們致力提供優質和切合客戶需要的銀行服務，推動本港普及金融的發展，提升本港作為國際金融中心的地位，落實『一心做好，始終如一』的品牌承諾。

渣打銀行多年來能在業界保持優勢，不僅因為我們建立了豐富的銀行產品，亦由於我們樂意為客戶提供創新和簡便快捷的銀行服務。

我們推出了名為「以人為本」的服務計劃，以人性化為重點，設有全面機制，重點關顧內部員工和尊貴客戶的需要。





Listening to our clients is an important aspect of our customer service, which is the one value we always uphold in taking forward innovative service tools or banking technology advancements. We treasure our clients' feedback, on what they like and what they don't like about us, thereby excelling in our provision of service and products that fulfil their banking needs, and building a long-term relationship with our clients.

Colleagues' engagement is essential in delivering outstanding customer service. We closely engage our staff in the Service Programme to ensure that delivering Service Excellence becomes an integral part of their day to day interactions with our clients. Also, we engage our clients to make their banking experience easy and efficient. Sometimes, we even treat them with a little surprise to make the process more pleasant.

We strongly believe "Happy Staff leads to Happy Clients". Standard Chartered further compliments staff engagement with various exciting and rewarding recognition, in order to ensure that our service excellence culture will be continued in a sustainable manner.

我們十分重視聆聽客戶的需要。在推動創新銀行服務或技術發展時，我們重視客戶意見，特別會清楚了解他們的喜好，提供適切的服務和產品，以滿足客戶對銀行服務的需求，從而與客戶建立長期的合作關係。

同事的積極投入是提供優質服務不可缺少的元素。不同崗位的員工均積極投入我們的服務計劃，將優質卓越服務融入與客戶日常的互動。此外，我們積極邀請客戶共同參與，使他們的銀行體驗更輕鬆和更高效，有時甚至會為客戶準備小驚喜，讓整個銀行體驗更加愉快。

我們堅信「快樂員工帶來快樂客戶」，渣打透過各種獎勵計劃讚揚員工，以確保我們的優質卓越服務文化可持續地傳承下去。





# 2018

## Hong Kong Awards for Industries: Award Winner

### 香港工商業獎：顧客服務獎

## Hong Kong Aviation Ground Services Ltd. 香港航空地面服務有限公司

# HAGSL

香港航空地面服務有限公司

HONG KONG AVIATION GROUND SERVICES LIMITED

Established in 2011, Hong Kong Aviation Ground Services Limited (HAGSL) is a wholly owned subsidiary of Hong Kong Airlines Limited. HAGSL has provided excellent ground services in Hong Kong International Airport (HKIA) since 2014. In recognition of its ongoing pursuit for excellence, over hundreds of our staff were awarded in the “2018 Customer Service Excellence Programme” which presented by Hong Kong International Airport (HKIA).

“Energetic, Flexible, Reliable” are our core values. HAGSL is committed to delivering an exceptional customer experience with a unique service approach “PEOPLE”.

With an aim to explore HKIA as Smart Airport, HAGSL is fully collaborating with HKIA in launching the “Smart Airport Initiatives” like self check-in kiosks “iCUSS” and Self-bag Drop services. In the meantime, we put substantial effort in encourage and accommodate passengers on the smart facilities which could enhance customer experience as well as stimulate HKIA as Smart Airport. We believe our collaboration with HKIA would definitely reach a new milestone in developing Smart Airport.

香港航空地面服務有限公司成立於 2011 年，為香港航空有限公司全資附屬子公司，並於 2014 年正式在香港國際機場營運，致力提供優質地勤服務。公司追求優質服務的精神備受業界表彰，今年度逾百員工在機場管理局主辦的「優質顧客服務計劃」中獲得嘉許。

香港航空地面服務有限公司一直以活力、靈活、可靠作為優質服務的核心價值。我們的員工秉承「以人為本」的服務精神提供卓越的客戶體驗。

公司與機場管理局以拓展「智能機場」攜手合作，我們積極推動智能服務，如自助辦理登機服務、自助行李托運等等，同時亦協助及鼓勵旅客使用相關服務及設施，與機場管理局一同邁向新的里程碑。





# 2018

Hong Kong Awards for Industries: Award Winner  
香港工商業獎：顧客服務獎

## K11 Concepts Limited - K11 Management Office

# K11

K11 is the world's first Museum-Retail concept and a hybrid model of art and commerce founded in 2008. Over the past 10 years, K11 has curated 500+ art exhibitions, artist talks, workshops & film screening and 600+ collaborations with local and overseas artists and organizations, from art and design to green fashion and technology, bringing art, culture and the artisanal lifestyle closer to the public.

To create a unique shopping experience for customers, K11 has created a new position – “Art Mall Ambassador” (AMA). The AMA is a consultant who creates unique journeys for customers. By analysing each and every customer's preferences and previous consumption patterns, we have a better understanding of customers' personality and needs, allowing us to provide instant updates on merchandize, latest promotions, activities and membership details via instant messaging, thus effectively enhancing customers' brand loyalty to K11.

K11 建立了全球首個藝術館零售概念，打破傳統地把藝術與商業結合，開創零售先河。K11 於過去 10 年舉辦了超過 500 多場藝術展覽、藝術家對話、工作坊與電影放映，聯乘超過 600 多次本地與國際藝術家和機構的跨界藝術合作，從藝術與設計到綠色時尚與科技，將藝術、文化及工匠精神的生活態度帶給大眾。

為了讓顧客享有一站式的獨特購物體驗，K11 設立全港首創的職能 — Art Mall Ambassador (下稱 AMA)。AMA 化身為客人的旅程顧問，為顧客貼心打造專屬的購物體驗，透過分析顧客的喜好及過往消費模式，了解顧客的個性及需求，並透過即時通訊軟件，提供相應的諮詢，包括：商戶資料、產品資訊及推廣、最新活動及專屬會籍等，務求打造真正獨一無二的購物體驗，提高顧客對 K11 的歸屬感。



# 2018

## Hong Kong Awards for Industries: Award Winner

### 香港工商業獎：顧客服務獎

## PCCW – HKT Limited – Customer Service Center

HKT - Customer Service Center  
香港電訊－客戶服務中心



### Defining a New Customer Service Standard in Industry

HKT, a subsidiary of PCCW, is the pioneering telecommunication provider in Hong Kong and established Customer Service Centers since 2010 in order to build a holistic customer touch-point. Not only we deliver our affirmed service motto 'Here To Serve', but also manifest the service commitment that HKT are dedicated to provide seamless customer experience yet personalized solution to every customer.

### “360 Serving from New Heart”

Understanding customers' needs and listening to their voices are always our first priority. To echo with their voices and needs, we initiated a new program, “360 Serving from New Heart” in 2018, such as “Tingay”, an end-to-end mobile data transfer solution to mass and “Supreme Netvigator”, a reward program to our premier customers. For those customers with special needs, we offer a various caring facilities and services including image magnifiers & one on one customer workshop. We strive to deliver an exclusive and impressive customer experience in a harmonious environment by our unceasing effort to provide the best in class customer service.

### 領先同業的服務體驗

電訊盈科轄下的香港電訊客戶服務中心於 2010 年成立，一直秉承『摯誠為你』的服務宗旨，致力為客人提供專業及貼心的客戶服務體驗，並細心建議具彈性及切合客人需要的個人化方案。

### 360 從新心出發，從新開始

我們重視每一位客戶的需要，特別設立「360 從新心出發計劃」，為大眾客戶及特選客戶提供更個人化的體驗如「手機資料轉移服務」及「Supreme 禮賓服務」。至於需要特別關愛的客戶，我們亦會由他們的角度出發，提供更貼心的服務，如加設電子放大器及一對一應用教室等等，務求讓每一位客戶都能夠感受到我們『不一樣卻一樣』的服務環境，我們的團隊亦會繼續以新的心態去為客人締造難忘及獨一無二的服務體驗！



# 2018

Hong Kong Awards for Industries: Award Winner

香港工商業獎：顧客服務獎

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



Served Hong Kong for over 150 years, HSBC has been where the growth is, connecting customers to opportunities with high-quality, diversified banking products and services. HSBC Commercial Banking, as a long-term partner of business customers in Hong Kong, grasps technology-enabled opportunities in the digital era in response to our customers' changing needs. Therefore, HSBC launch a series of initiatives, such as Hong-Kong first virtual assistant Ask Amy, our customer co-created new HSBC Business Express mobile app, WeChat Banking and Notification Service anytime anywhere, in leverage of service innovation to deliver a simpler, better, faster banking experience for our business customers.

滙豐服務香港超過一百五十年，一直努力不懈為客戶提供優質及多元化的銀行產品和服務。作為香港企業客戶的長期合作夥伴，滙豐工商金融致力協助客戶在瞬息萬變的數碼時代中，把握更多創新科技所帶來的機遇。我們亦積極推出創新的產品與服務，例如本港銀行首創虛擬助理 Ask Amy、與客戶共同創建的全新滙豐 Business Express 流動應用程式、隨時隨地的 WeChat 理財及訊息提示服務等，務求以創新的服務為企業客戶提供更簡單、更優質、更快捷的銀行服務體驗。







# 2018

Hong Kong Awards for Industries: Award Winner  
香港工商業獎：顧客服務獎

## UDomain Web Hosting Co. Ltd. 通域存網有限公司



UDomain is an acclaimed "Managed Security Service Partner" offering one-stop services from Cybersecurity, Cloud Solution, global and China-specific Internet Solution to diversified Internet services.

Our service assurance programme Mission "S" empowers us to achieve customer service excellence and deliver impeccable customer experience:

- Our "S"ervices and products are designed to answer calls from the market and our customers.
- We ensure ample communication with our customers to identify their needs and concerns so to tailor them to the most appropriate "S"olution.
- Our advanced, solid and secure Infra"S"tructure can best fulfil customers' demand.
- What's more, we care about our "S"taff and "S"ociety as much as we care about our customers.

Through accompanying technology with genuine caring and understanding to our customers, UDomain strives to be the IT company with the most "Human" touch!!

作為專業的網絡安全管理伙伴，UDomain 提供一站式網絡服務如網絡安全、雲端方案、環球及中國網絡方案等。為了讓客戶享有致臻完善的客戶體驗，我們推行了 Mission "S" 優客計劃：

- 產品及服務 ("S"ervices) 以回應客戶及市場需要為主導
- 與客戶良好溝通，找出確切需要，度身訂造最合適的解決方案 ("S"olution)
- 先進強大的網絡骨幹 (Infra"S"tructure) 及配套，提供可靠有效的網絡優勢
- 除了客戶，我們同樣關心員工 ("S"taff) 及社會 ("S"ociety)

憑藉「客戶為本 科技為用」的精神，UDomain 承諾成為最貼心、最人性化的科技公司！

# 2018

## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

## City Super Limited – LOG-ON

# LOG-ON



Established in 1996, City Super Group opened its first store with the mission of creating Hong Kong's first "Mega Lifestyle Specialty Store" concept. Our mission is to inspire and enrich customers' lifestyle by providing innovative shopping experiences. The three core components of City Super Group include city'super, LOG-ON, and the cookedDeli.

LOG-ON is a lifestyle store featuring trendy products from around the world and "Magic 6 – Service Uplift Program" aims to uplift customer experience with customization. Manual Factory@LOG-ON is the best place to provide one-stop gifting service to our customer by offering different personalized embossing, engraving and wrapping service.

City Super 集團於 1996 年成立，成為香港首間「大型生活專門店」。我們的使命是給顧客帶來一個耳目一新的購物體驗，並啟發其追求更豐富的生活方式。City Super Group 旗下三個主要品牌包括 city'super、LOG-ON 及 cookedDeli。

LOG-ON 從世界各地搜羅最新潮流產品，而「Magic 6 - 服務提升計劃」旨在以個人化的服務來提升客戶體驗。Manual Factory @ LOG-ON 是通過提供不同的個性化壓皮，雕刻和包裝服務，為我們的客人提供一站式的送禮服務。

## Hong Kong Telecommunications (HKT) Limited - HKT 香港電訊有限公司-香港電訊

# HKT 香港電訊



### Hassle-Free Customer Experience

Committed to our core value of "Customer-First" and service pledge of "Here To Serve", HKT has dedicated to continuously improving customer experience. Always thinking for our customers, HKT has implemented various customer experience enhancement program on different touch points with customers throughout the customer journey. With enrichment of the product variety, improvements on the service flow and innovation of service approach, HKT provides hassle-free and flexible experience to the customers.

### 「無憂」客戶體驗

HKT 一直秉持「以客為先」的核心價值，實踐「摯誠為你」的服務理念，致力於不斷優化客戶體驗。以客戶的需求為出發點，HKT 於售前、售後、技術支援等多元化的客戶接觸點上，實行了服務體驗提升計劃，提升產品多樣性，優化服務流程，及新增創新的服務方式，力求為每一位客戶都量身打造便捷無憂的客戶體驗。



# 2018

## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

#### Ngong Ping 360 昂坪360有限公司

Ngong Ping 360 is one of the most important tourist attractions in Hong Kong and strives to provide high quality service to its guest. The company commits to refine service process for enriching guest experience. For instance, after launching the electronic queuing service, guests can learn about their expected wait time by obtaining an electronic queuing number from social media platforms, thus enhancing their flexibility in planning their journey. The company also launched VR 360 this year to enrich the sensory experience of guest. It is a brand new virtual reality and multi-media sensory attraction featuring local travel, film, innovative technology and fashion design.



昂坪 360 作為香港重要的旅遊景點，一向致力提供高質素服務予賓客，不斷優化服務流程以提升賓客旅遊體驗。例如：

推出電子排隊服務，賓客可透過電子平台取得電子排隊編號及預計輪候時間，以便靈活地安排其旅遊行程。此外，今年亦推出集本地旅遊、電影、創新科技及時裝設計於一身的全新虛擬實境及多媒體景點 - 「360VR 體驗館」，積極帶給賓客刺激感官的旅遊體驗。

#### Quality HealthCare Medical Services Ltd. 卓健醫療服務有限公司



#### Quality HealthCare Mobile App

Quality HealthCare launched a new mobile App in January 2018 in partnership with a U.S.-based Silicon Valley healthtech company, which transforms the way customers access primary healthcare services by creating a digital and personalised health experience. Featuring a number of industry firsts in Hong Kong, the App offers e-Ticketing, e-Booking of specialty and vaccination services, and takes better care of health from pre- to post-consultation and from physical to mental health needs. It helps customers save time, stay healthy with easy access to our services and health information, and get the best care through our extensive, integrated clinical practices.

#### 卓健醫療流動手機應用程式

卓健醫療與美國矽谷健康科技公司合作，於 2018 年 1 月推出全新流動手機 App，透過數碼及個人化醫健體驗，改變客戶使用基層醫療服務的方式，並設有多項全港首創功能，提供電子掛號、專科及疫苗預約，針對身心健康需要，在求診前後提供適切的照顧。其中的健康資訊和完善醫療網絡，有助客戶節省時間，促進身心健康，並獲得周全照顧。

# 2018

## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

#### YHY International Investment Incorporation Ltd. – God's Rainbow 浩欣國際投資有限公司-神彩飛揚



A local community store striking for excellency in the global hub, God's Rainbow demonstrates the transformation from the good-old-store to a multi-awards winning convenient store while preserving its human touch. God's Rainbow shares love, faith and hopes with our staff and our neighbours, while providing neighbours with daily needs, we serve with sincerity, hospitality and equality. Customers becomes our staffs, and our staffs are our customers, fairness and equality lies on the bedrock of God's Rainbow. Walking into God's Rainbow is much more than a shopping experience, the indulgence in joyfulness and positive atmosphere of a truthful brotherhood.

Service excellency is a prerequisite to serve a bigger world, God's Rainbow accomplished Gold Award of junior frontline level of Convenience Stores/ Supermarkets Category for HKRMA Service & Courtesy Awards in 2018. We look forward to share our hospitality with every neighbourhood we could reach, contributing to the betterment of our society and beyond.

生活·感覺：神彩飛揚用心經營，每日為香港發放正能量，分享充滿信、望、愛的社區，神彩飛揚讓街坊在便利店裡尋回人情味的感覺。

街坊·顧客·同事：神彩飛揚建基於公平、對等、信任和尊重，為顧客提供飲品食糧，為街坊提供工作機會，為同事提升生活質素。一家地區小店能夠售賣過百萬支飲品，無名贊助多項慈善活動，資助同事讀大學，並榮獲香港零售管理協會 2018 傑出服務獎便利店及超市組別金獎基層級別，一切全憑將信、望、愛分享的精神。

讓更多人加入神彩飛揚，讓更多社區分享神彩飛揚。



## Members of Phase I Judging Panel 第一階段評審委員會

Dr. Lee Shu Kam  
李樹甘博士

Associate Professor of Department of Economics & Finance/ Director of Business, Economic and Public Policy Research Centre, Hong Kong Shue Yan University  
香港樹仁大學經濟及金融學系副教授 / 商業、經濟及公共政策研究中心主任

Mr. Edwin Sun  
孫浩斌先生

Associate Director - Retail, Nielsen  
尼爾森 Associate Director - Retail

Ms. Rowena Szeto  
司徒翠兒女士

Head of Corporate Training Service, St. James' Settlement Corporate Training Centre  
聖雅各福群會企業培訓服務總監

Ms. Alice Yip  
葉嘉明女士

Partner, Audit, KPMG  
畢馬威會計師事務所審計合夥人



## Members of Phase II Judging Panel 第二階段評審委員會



(From left 由左起)

Dr. Ken Fong  
方健僑博士

Founding Chairman, Hong Kong Retail Technology Industry Association / Adjunct Professor, Institute for Entrepreneurship, The Hong Kong Polytechnic University  
香港零售科技商會創會會長 / 香港理工大學企業發展院兼任副教授

Ms. Catherine Ching  
程少儀女士

Director & Executive Manager, Federal Restaurants Group  
聯邦酒樓集團董事執行經理

Mr. Buston Chu  
朱溢潮先生

Honorary Advisor, Hong Kong Association for Customer Service Excellence  
香港優質顧客服務協會名譽顧問

Dr. Geoffrey Tso  
曹國輝博士

Associate Professor, Department of Management Sciences, City University of Hong Kong  
香港城市大學管理科學系副教授

Ms. Catherine Tsang  
曾惠賢女士

Partner, Tax & China Business Advisory Services, PWC  
羅兵咸永道有限公司合夥人, 稅務及中國商務諮詢

Ms. Ruth Yu  
余麗姚女士

Executive Director, Hong Kong Retail Management Association  
香港零售管理協會執行總監  
(not judging panel member 非評審委員成員)





## 2018 Hong Kong Awards for Industries (Customer Service, Innovation and Creativity, Smart Productivity, Technological Achievement and Upgrading and Transformation)

### Final Judging Panel

二〇一八香港工商業獎 (顧客服務、創意、睿智生產力、科技成就、升級轉型組別) 最終評審委員會



(From left 由左起)

Mr. Emil Yu 于健安先生	General Committee Member, Hong Kong General Chamber of Commerce 香港總商會理事
Ms. Clara Chan 陳婉珊女士	Ex-officio Advisor, Industry & Technology Committee, Hong Kong Young Industrialists Council 香港青年工業家協會會長當然顧問
Mrs. Agnes Mak 麥鄧碧儀女士	Former Executive Director, Hong Kong Productivity Council 香港生產力促進局前任總裁
Prof. Way Kuo 郭位教授	Chairman of the Final Judging Panel President, City University of Hong Kong 最終評審委員會主席 香港城市大學校長
Mr. Mohamed D. Butt 畢堅文先生	Executive Director 香港生產力促進局總裁
Mr. Peter Luk 陸彥鳴先生	Associate Director, Hong Kong Science and Technology Parks Corporation 香港科技園公司副總監
Ms. Katherine Yu 余家恩女士	Senior Manager, Communications & Public Relations Hong Kong Retail Management Association 香港零售管理協會高級傳訊及公關經理





## Hong Kong Awards for Industries: Introduction of the Award 香港工商業獎：獎項簡介

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 seven categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, smart productivity, technological achievement, and upgrading and transformation. Each award category is organized by one leading organiser.

The Hong Kong Retail Management Association is proud to be the leading organizer 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, catering, 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.

### Award Structure

The Award consists of three levels:

1. Hong Kong Awards for Industries: Customer Service Grand Award
2. Hong Kong Awards for Industries: Customer Service Award
3. Hong Kong Awards for Industries: Customer Service Certificate of Merit

### 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 and enhanced.
- 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.

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。

香港工商業獎設有七個組別獎項，包括消費產品設計、顧客服務、設備及機器設計、創意、睿智生產力、科技成就及升級轉型，分別由七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。過去數年，此獎項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、餐飲、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，使香港成為國際性的服務中心。

### 獎項級別

此獎項共分三個級別：

1. 香港工商業獎：顧客服務大獎
2. 香港工商業獎：顧客服務獎
3. 香港工商業獎：顧客服務優異證書

### 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及提升。
- 參賽機構，以致整體服務行業的服務水平可獲改善及提升。
- 獲獎機構將得到傳媒廣大宣傳和各界之認同。

## Eligibility

- Companies and organizations operating in Hong Kong (except departments / agencies of the HKSAR Government) are eligible to enter. The Awards are also open to individual division of a company provided that the principal activity of the division is providing service to consumers.
- Participating companies should be engaged in service oriented businesses. The 'service' in question should be mainly provided in Hong Kong.
- To enable on-site mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have a retail or service outlet, or an external customer service channel where the organizer could perform such mystery assessment.
- 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.

For details, please contact the Association.

## Enquiry 查詢

TEL 電話：2866 8311      FAX 傳真：2866 8380      WEBSITE 網址：www.hkrma.org/hkai

## 參賽資格

- 除政府部門 / 機構外，在香港經營業務的企業均符合參賽資格。企業內以服務消費者為主的部門亦可參賽。
- 參賽機構主要於香港提供服務。
- 參賽機構必須從事服務性行業及在香港擁有零售店舖、顧客服務中心或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。
- 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。

有關參賽資格其他細則，請向本協會查詢。

## Enquiry Form 查詢表格

To : **HONG KONG RETAIL MANAGEMENT ASSOCIATION**

Organizer of Hong Kong Awards for Industries: Customer Service

Fax 傳真：2866 8380

Email 電郵：event@hkrma.org

Tel 電話：2866 8311

I would like to have more information about the  
2019 Hong Kong Awards for Industries: Customer Service  
我想獲得更多有關 2019 香港工商業獎：顧客服務的資料

Name of Company  
公司名稱

Nature of Business  
業務性質

Address  
地址

Telephone  
電話

Facsimile  
傳真

E-mail  
電郵

Name of  
Contact person  
聯絡人姓名

Title  
職位

# Hong Kong Awards for Industries: Customer Service Leading Organiser

## 香港工商業獎：顧客服務 主辦機構



**HKRMA**

### Hong Kong Retail Management Association 香港零售管理協會

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 35 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 more than 9,000 retail outlets and employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, convenience stores, department stores, drug stores, electronic and electrical appliances, fashion and accessories, furniture and home accessories, specialty stores, telecommunications, supermarkets, watches and jewellery, retail (services), and as well as suppliers, wholesalers and industry related service organizations.

HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 18 countries/regions in the Asia Pacific with each being represented by the key retail association.

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。成立三十五年以來，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，致力提升零售的專業地位。協會乃香港主要的零售商會，至今會員公司店舖逾九千間，僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、便利店、百貨公司、藥房、電子及電器用品、時裝飾物、家具及居室用品、專門店、超級市場、電訊、鐘錶及珠寶、零售（服務），以及供應商、批發商，及與業界相關的服務機構。

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，並是聯盟之創會會員之一，該聯盟的會員遍及十八個亞太地區及國家。





7/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong

香港銅鑼灣禮頓道33-35號第一商業大廈7樓

Tel電話: (852) 2866 8311

Fax傳真: (852) 2866 8380

Website網址: [www.hkrma.org](http://www.hkrma.org)

