

香港工商業獎

2019

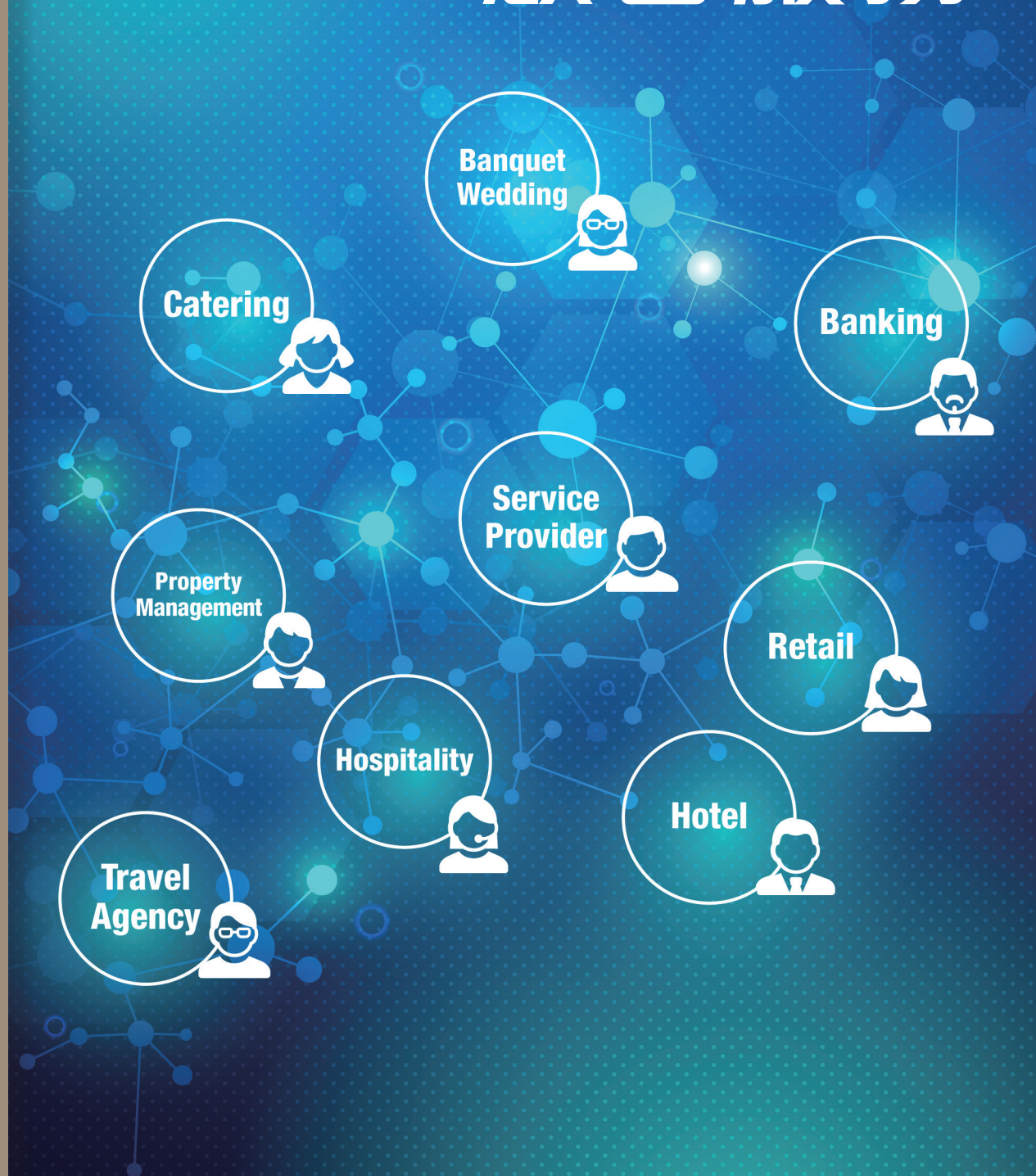
HONG KONG  
AWARDS FOR  
INDUSTRIES



# Customer Service

Winners Brochure 得獎機構簡介

## 顧客服務



HKRMA





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

### 香港零售管理協會主席獻詞

2019 has been a year full of challenges as the economy is facing recession due to various external factors and the social unrest in Hong Kong. Nevertheless, it is encouraging that local businesses remain committed to service excellence amid adversity, as evidenced by keen participation from companies of a diverse portfolio of business sectors this year. I would like to express my gratitude for their continued support.



The changing consumer behaviour and increasing demand for unique experiences mean that businesses not only need to uphold their service culture, but also have to understand and anticipate customers' needs. The modern digital era supported by technology calls for a flexible and innovative service model that offers customers bespoke and smart living experience, which is the key to winning the trust and support of the customers.

The service industry is one of the pillars of Hong Kong's economy, and quality service is crucial for the city's competitiveness. While we face a challenging business environment, we should never compromise on the service quality. Instead, we should step up our efforts to enhance our competitive edge with innovative service and re-establish Hong Kong as a leading international city and a world-class service centre.

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

2019年是極具挑戰的一年，受外圍因素及本地社會狀況影響，整體經濟現正步入衰退。令人欣慰的是，企業沒有因為經濟困境而忽略服務的重要性，今年仍有不少企業踴躍參加香港工商業獎『顧客服務』組別，實在非常感謝各企業的支持。

面對消費模式轉變，顧客追求獨特服務體驗，參賽企業除了秉承以往誠懇的服務態度外，更加強了解及分析顧客的需要。在這數碼化年代，以科技配合的服務模式，為顧客提供智能生活的購物體驗，贏得顧客的信任和擁戴。

服務業是香港經濟發展的重要基石，同時，優質服務是維持香港競爭力的關鍵元素。雖然現時的營商環境困難，正因如此，我們要更堅持創新服務，提升競爭優勢，重塑香港成為具吸引力的國際都市，及服務行業的創新領導者。

本人謹藉此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。

Annie Tse Yau  
謝邱安儀



# 2019

Hong Kong Awards for Industries Customer Service Category

香港工商業獎：顧客服務組別得獎名單

ALF Retail Hong Kong Limited -  
Marks & Spencer

MARKS &  
SPENCER

LONDON

英國馬莎

**Award  
Winner**

Meiriki Japan Company Limited  
日本命力健康食品有限公司

**日本命力®**

日本命力健康食品

**Award  
Winner**

Infinitus Property Investment (Hong  
Kong) Limited - Infinitus Plaza  
無限極物業投資(香港)有限公司  
- 無限極廣場



無限極廣場  
INFINITUS PLAZA

**Award  
Winner**



Sino Estates Management Ltd -

Olympian City

信和物業管理有限公司 - 奧海城

**奧海城**  
Olympian City

**Award  
Winner**

Uni-China (Market) Management Ltd

建華(街市)管理有限公司



Make It **DIFFERENT**  
不一樣的香港街市

**Award  
Winner**

Hu Yi Global Information  
Hong Kong Limited  
環球互易資訊香港有限公司



**Certificate of  
Merit Winner**

MTM Lab Japan Limited

mtm  
— グループ —

**Certificate of  
Merit Winner**

Sun Hung Kai Real Estate Agency  
Ltd - Landmark North  
新鴻基地產代理有限公司 -  
上水廣場

上水廣場  
LANDMARK NORTH

**Certificate of  
Merit Winner**

Supreme Management Services  
Limited - Ultima  
超卓管理服務有限公司 - 天鑄

ULTIMA 天鑄

**Certificate of  
Merit Winner**



# 2019

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

### ALF Retail Hong Kong Limited - Marks & Spencer

MARKS &  
SPENCER  
LONDON

英國馬莎

#### **Making EVERY Moment Special for EVERY customer EVERY time!**

Marks & Spencer's Hong Kong and Macau business was formally acquired by the AI-Futtaim Group (AFG) in 2018. To date, the business operates 23 stores, including 15 mainline stores, 8 standalone food stores and 2 cafés. At Marks & Spencer, we put our customers right at the heart of everything we do. A notable example of this would be our "Making Every Moment Special (MEMS)" service campaign, which was launched since 2017, delivering the promise of making EVERY moment special for EVERY customer during EVERY time! Built on the insights of our customers, our offerings have expanded to include thousands of chilled and organic food choices, clothing styles designed for Asian fit, as well as home accessories and kitchenware. With the launch of the e-commerce platform last year, Marks & Spencer further enriches the omni-channel shopping experience for our customers with exciting surprises.



#### **竭誠為每一位顧客締造「驚喜時刻」**

AI-Futtaim Group (AFG) 於 2018 年正式收購英國馬莎於香港及澳門地區之營運業務，港澳地區現有 23 間分店，包括 15 間服飾及食品店、8 間食品專門店及 2 間咖啡店。英國馬莎一直秉承「以客為先」的服務宗旨，公司更自 2017 年起推出一個名為「Making Every Moment Special (MEMS)」的服務計劃，務求為每一位顧客於每次的購物體驗中帶來驚喜！我們持續聆聽顧客的需要，至今引進過千種冷凍及有機健康食品、專為亞洲人而設之服裝系列、廚具及家品系列等等。另外，英國馬莎更推出線上購物平台，不僅方便顧客於網上購物，更為顧客帶來更多驚喜。





# 2019

## Hong Kong Awards for Industries: Award Winner

### 香港工商業獎：顧客服務獎

## Infinitus Property Investment (Hong Kong) Limited - Infinitus Plaza 無限極物業投資(香港)有限公司 - 無限極廣場



無限極廣場  
INFINITUS PLAZA

### People are happier at Infinitus Plaza. Infinitus Plaza redefines commercial building management

Infinitus Plaza's formula of listening to customers' needs with open and caring hearts, thinking and serving them from their perspective, delighting and engaging them with signature "happy moments" including various surprising activities, fun events and co-creation has proved to be a winning one. Delivering our "Super Happy" Customer Experiences in keeping with our brand promise to be "Happy at Work, Happy in Life" has now been recognized. Our fun and effective approach stems from our "Si Li Ji Ren" philosophy which considers the interests of all parties before taking any action. This is the core value of the Lee Kum Kee Health Products Group who believe that happiness lies at the heart of wellbeing.

### 人人時刻更開心！ 「無限極廣場」創商務物業管理新典範

無限極廣場的致勝方程式，在於虛心聆聽、换位思考、事事以客為先。我們不時舉辦及與租戶共創各式各類創新又有趣的驚喜活動，不斷為他們締造「開心時刻」，充分實踐「開心工作，開心生活」的品牌承諾。這個富趣味更具效果的管理模式，源自李錦記健康產品集團「思利及人」的核心價值，意指「做事之前先思考如何有利於我們大家」。我們深信：開心，就是健康的由衷體現。





2019

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

**Meiriki Japan Company Limited**  
**日本命力健康食品有限公司**

**日本命力®**

日本命力健康食品

Served Hong Kong for over 22 years, Meiriki Japan insisted on the promise of the brand, introduced safe, effective and natural health supplements to public. We aim to promote "Physical and Mental Health" to our community.

Meiriki Japan obtained 9 safety certifications to ensure high quality and safety, and adhered to Five core values in customers services, including to maintain our health supplement in a "Reliable" quality assurance, provide free services of "Professional" consultation by our health team of pharmacist and nutritionist, hold in various membership activities for "Caring" our customers, provide free online nutritionist live-chat service by "Innovative" ideas, thus effectively enhancing the "Loyalty" of our customers.

Our Team will continue to care and focus on people's needs, deliver personalize services, to provide the best experience to our customers.

日本命力扎根香港 22 年，信守品牌承諾，致力引入安全、有效、天然的健康產品，希望將「身心健康」的概念推展至社區，透過專業團隊為客戶帶來優質服務體驗。

日本命力遵循九大安全驗證，在顧客服務上堅守五大核心價值，透過安全「可靠」的產品、「專業」認真的藥劑師和營養師隊，以及多元化會員活動「關懷」客人及其家人的身心健康，與客戶建立深厚「忠誠」的關係，更不時「革新」服務，包括免費網上營養師服務，為顧客度身訂造個性化健康諮詢體驗。

團隊未來將繼續以人為本、用心關懷、敢於創新、力臻完美，打造更優質的客戶服務。





# 2019

## Hong Kong Awards for Industries: Award Winner

### 香港工商業獎：顧客服務獎

#### Sino Estates Management Ltd - Olympian City

#### 信和物業管理有限公司 - 奧海城

## 奧海城 OlympianCity

### Olympian City - A family-friendly mall

Located at the heart of the 'West Kowloon Golden Circle', Olympian City is the premier shopping destination with some 250 shops and brands across 800,000 square feet in three phases. The family-friendly mall seeks to add value to customers and visitors with its Olympian Kids loyalty programme and OC STEM Lab, Hong Kong's first in-mall STEM lab. The interactive lab is equipped with state-of-the-art facilities that cater to the evolving needs of young audience. A wide spectrum of tailored activities and workshops is offered to unleash their creativity, building a better future with technology.

Upholding the ethos of 'Customer First', we seek to surpass customers' expectations. The latest example is the S<sup>+</sup> Rewards, a multi-mall interactive reward programme that enables customers to earn rewards at Sino Malls in a fun and easy way.

### 奧海城—家庭娛樂購物 樂在其中

奧海城位處「西九黃金圈」核心地段，3期商場總面積達80萬平方呎，250間商店貨品琳瑯滿目，為一家大小提供多元化愉悅購物體驗。其中 Olympian Kids 會員計劃及全港首個設於商場的創意工作室 OC STEM Lab 為顧客帶來精彩體驗。OC STEM Lab 設備先進，定期舉辦活動及工作坊，啟發小朋友對 STEM 的興趣，創建未來。

我們秉持「顧客至上」的宗旨，不斷求進，力求超越顧客期望。最新推出的跨商場互動獎賞計劃 S<sup>+</sup> REWARDS，讓顧客於信和集團旗下商場輕鬆儲點數，亦會不時推出小遊戲提供驚喜獎賞！





# 2019

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

### Uni-China (Market) Management Ltd 建華(街市)管理有限公司



Make It **DIFFERENT**  
不一樣的香港街市

Established in 2013, Uni-China (Market) Management Limited is responsible for fresh market renovation, management and operation. Through advanced management model, the Group aims to improve overall environment and quality of the markets, constituting a more convenient and comfortable shopping environment for the residents. This together opens a new chapter for the Hong Kong market culture. Each market under the Group presents thematic design with sound ancillary measures, including barrier-free environment and air-conditioning. In addition, the Group is in line with the changing consumption pattern of the society. It introduces various kinds of modernized and pioneering services, i.e. First Market DJ Program, E-Membership and Digital Payments, creating new "Intelligent Markets". In future, the group will continue its excellent quality in management and operation, providing different market experience to the customers.

建華(街市)管理有限公司成立於2013年，專責街市活化、管理及經營業務。集團以嶄新的管理及經營模式，致力改善街市的整體環境及服務質素，締造更便捷舒適的購物環境。集團各街市均具新穎的主題設計，配合完善的配套設施，包括開放式通道、空調設施等。另外，集團與時並進，推出創新服務，包括全港首創街市DJ、電子會員制度、電子支付服務等，打造「智能街市」。集團將保持傑出的管理質素，提升街市質素，締造「不一樣的街市體驗」。





# 2019

## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

#### Hu Yi Global Information Hong Kong Limited 環球互易資訊香港有限公司



HUYI Global Group, established in 1992, strives to be the best business partner for our clients during their business development which is distinctive from our competitors. Our one-stop brand management includes searching, application, monitoring, infringement litigation, legal consultation and brand development for clients.

We educate our clients constantly by providing seminars with IP topics, so we position our brand with seamless service experience in applying IPs. To provide the best service to our clients, our LiveChat system and corporate team provide 24 hours instant reply which is without geographic and time restrictions. We also collect feedback from clients by post-service review and evaluation of each case performance.



環球互易集團成立於 1992 年，是中國最早從事資訊傳播的專業機構，於內地擁有 18 間分公司及中國律師事務所，為客戶提供一站式品牌管理服務，如全球域名、商標、專利申請及中國法律諮詢。

為達致最佳的服務體驗，設有知識產權企業顧問團隊，為客戶定期舉辦研討會及線上即時回覆客戶的查詢，多年來以高成功率及貼心支援而贏盡客戶口碑。

#### MTM Lab Japan Limited



MTM appreciates your uniqueness. Ever since 1991, adhering to our core value of [ Custom-Blended Skincare ], we have dedicated ourselves to realizing Authentic Beauty. Through customized skincare management, we examine every nuance of skin, constantly striving to decode the secrets hidden in its subtleties. MTM researches and develops its own range of products in Japan to meet the specific needs of Asian skin. Moreover, MTM is a multi-faceted brand with personalized skincare products, facial treatments, SPA by MTM, to medical aesthetic treatments with TIME by MTM. We aspire to be the best skincare brand in Asia.



MTM 尊重你的「唯一」，1991 年創立至今，我們以 [ 量膚定制 ] 為核心，致力呈現素顏之美。通過專屬肌膚管理，悉心傾聽肌膚需求，破解肌膚紋理秘密。匠心良意從日本研發適合亞洲人肌膚特質的產品。現已發展至擁有個人專屬護膚品、面部護理、SPA by MTM、TIME by MTM 醫學美容多元化產品及服務，致力成為亞洲首屈一指的專業護膚品牌。



# 2019

## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

#### Sun Hung Kai Real Estate Agency Ltd - Landmark North 新鴻基地產代理有限公司 - 上水廣場



Landmark North owned by Sun Hung Kai Properties is the landmark shopping mall in the hub of Northern District, delivers a wide range of innovative customer services with the application of new technology, for example, contactless parking service, over 60 nos. of value-added service targeting different groups of customer, etc.

We have always stood by the motto of "We Serve You Best", devoting our efforts in providing the excellent services and continuously optimize our service standard for providing the different personalized shopping experience to our customers.

上水廣場為新鴻基地產旗下新界北的地標購物商場，提供多元化的創新服務及新科技的應用，包括：免觸式時租泊車服務，針對不同客群的 60 項免費「貼心服務」等，並配合「用心服務，做到最好」的團隊理念，不斷追求優質服務，持續優化服務水平，永不停步，讓顧客享受前所未有的個人化購物體驗。

#### Supreme Management Services Limited - Ultima 超卓管理服務有限公司 - 天鑄



##### Premier concierge service in the noble tradition

In keeping with its spirit of Building Homes with Heart, Ultima has set up the high-calibre management team to provide 'Perfetto' concierge service to residents with exquisite care. With the support of the trainer, who served the British royal family for four decades, Ultima team makes our housekeeping and furniture arrangements be of top standard. Residents will be able to order meals, get clubhouse information and make bookings of clubhouse facilities through the 'Live e-asy' mobile app, which will track users' dining habits to offer other handy options for busy city dwellers.



##### 鑽級禮賓服務盡顯住戶尊貴身份

為締造尊貴非凡的物業管理服務，天鑄特設一支專業團隊為住戶提供鑽級禮賓服務，讓住戶可享星級家居打理及傢俱裝潢技術支援等貼心管家式服務，體驗頂級優越的尊尚禮待，又引入手機應用程式「Live e-asy」，讓客戶能即時進行訂餐、查閱及預約會所設施等，提供最稱心的服務，完全為繁忙的都市人而設。





## Members of Phase I Judging Panel

### 第一階段評審委員會

Dr. Wallace Ma  
馬雋銘博士

Director, Triton Development Limited  
匡勤發展有限公司業務總監

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

Mr. Ken Wong  
黃少勤先生

Head of Department of Business Administration, Hong Kong Institute of Vocational Education (Haking Wong)  
香港專業教育學院 (黃克競) 工商管理系系主任

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)

Mr. Patrick Kwok  
郭志傑先生

Executive Director, Hong Kong Hotels Association  
香港酒店業協會執行總幹事

Dr. Joseph Leung  
梁偉峯博士

Vice Chairman of HK Retail Technology Industry Association/ Programme Director (Executive Mgt.) of SPEED, Hong Kong Polytechnic University  
香港零售科技商會副主席 / 香港理工大學專業進修學院講師及課程總監

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

Ms. Angel Young  
楊慧旋女士

General Manager Wisers Analytics, Wisers Information Limited

Ms. Cissy Chan  
陳正思女士

Executive Director, Commercial, Airport Authority Hong Kong  
香港機場管理局商務執行總監

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)





## 2019 Hong Kong Awards for Industries Final Judging Panel

(Customer Service, Innovation and Creativity, Smart Productivity, Technological Achievement and Upgrading and Transformation)

### 二〇一九香港工商業獎最終評審委員會

(顧客服務、創意、睿智生產力、科技成就、升級轉型組別)



(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. 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

Prof. Way Kuo  
郭位教授

Chairman of the Final Judging Panel  
最終評審委員會主席  
President, City University of Hong Kong  
香港城市大學校長

Dr. Claudia Xu  
徐建博士

Chief Commercial Officer, Hong Kong Science and Technology Parks Corporation  
香港科技園公司首席商務總監

Mr. Mohamed D. Butt  
畢堅文先生

Executive Director, Hong Kong Productivity Council  
香港生產力促進局總裁

Mr. Benedict Sin  
冼雅恩先生

Ex-officio Advisor, Hong Kong Young Industrialists Council  
香港青年工業家協會當然顧問



## 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、設備及機械設計、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.

## 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 companies is invited to submit a written Customer Service Proposal which should highlight the company's customer service related programme(s) and management philosophies in achieving and providing quality service to their customers.

## Enquiry 查詢

TEL 電話 : 2866 8311      FAX 傳真 : 2866 8380      WEBSITE 網址 : [www.hkrma.org/hkai](http://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。

## 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。協會將個別聯絡參賽的機構，商討有關安排。)

## 參加辦法

參賽機構必須呈交一份有關顧客服務的計劃書，其中須重點列明公司對優質顧客服務的見解，以及如何提升顧客服務的詳情。





## 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 36 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。成立三十六年以來，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。





## Hong Kong Awards for Industries: Enquiry Form

### 香港工商業獎：查詢表格

#### 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](mailto:event@hkrma.org)

Tel 電話 : 2866 8311

I would like to have more information about the

2020 Hong Kong Awards for Industries: Customer Service

我想獲得更多有關 2020 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









# HKRMA

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)

