



香港工商業獎
2021-22
HONG KONG
AWARDS FOR
INDUSTRIES



HKRMA



Customer Service

顧 客 服 務

Winner Brochure
得獎機構簡介

Message from the Chairman of the Hong Kong Retail Management Association

香港零售管理協會主席獻詞



Hong Kong's service industry has faced a relentless barrage of challenges over the past three years due to the impact of the pandemic. Notwithstanding these challenges, it is heartening to see that our participating companies have outshone others with their strong commitment to the maintenance of high and innovative service standards. In the face of the constantly changing business environment, our participating companies have shown their courage and skill in adapting and offering novel experiences to their customers through their agility and out-of-the-box thinking. These accomplishments fully deserve the recognition, honour and endorsement of the industry and the wider community.

The Customer Service category of the Hong Kong Awards for Industries was introduced to firstly recognise enterprises who achieved and maintained a high-quality service performance through the constant enhancement of their customer service levels and secondly, to demonstrate and share their good practices with others.

Having undergone exceptional development over the past two decades, Hong Kong's service industry has become a backbone of the local economy. In particular, its success can be attributed to providing excellent customer service. Given the fierce competition from neighbouring regions, it is vital that we continue to uphold our mission by providing top-notch service. It is our aspiration that every business sector in Hong Kong will keep striving for excellence in order to continue to help to build our city into an attractive cosmopolitan metropolis, characterised by innovative customer experiences and a reputation for high-quality service.

On behalf of the Association, I would like to express my gratitude to all members of the judging panel for their support and contributions. I would also like to take this opportunity to congratulate all winners of the Customer Service award category.

近年受疫情影響，香港的服務業承受著嚴峻的挑戰。儘管如此，協會欣喜看到參賽企業在這艱辛的日子，仍肩負著提升服務水平的重任。面對瞬息萬變的營商環境，企業勇於變革，以靈活的思維和突破傳統的服務模式，為顧客締造具創意的新體驗。這些努力成果實在是值得業界及社會的認同和鼓勵。

香港工商業獎「顧客服務」組別的設立，正正是藉著表揚優質服務表現的企業，推動業界精益求精，不斷提升本港的顧客服務水平。

香港的服務業在過去二十多年發展蓬勃，成為了本港經濟的重要支柱，而優質顧客服務更是企業成功的重要元素。面對周邊地區劇烈的競爭，我們更要堅守優質服務這使命。協會期望各行各業繼續追求卓越，以創新的體驗和優質的服務文化，進一步構建香港成為更具吸引力的國際大都市。

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」組別各得獎機構致以衷心祝賀。

A handwritten signature in black ink, reading 'Annie Yau Tse'.

Annie Yau Tse
謝邱安儀

2021-2022

Hong Kong Awards for Industries Customer Service Category

香港工商業獎：顧客服務組別得獎名單

Award Winner

HKT Premier

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

Award Winner

六福珠寶
LUKFOOK JEWELLERY

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

Award Winner



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

Award Winner



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

Award Winner



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

2021-2022

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

Certificate of Merit Winner



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

Certificate of Merit Winner



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

Certificate of Merit Winner



Clubone Limited
會所1號有限公司

Certificate of Merit Winner



啟勝管理服務有限公司
KAI SHING MANAGEMENT SERVICES LIMITED

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

Certificate of Merit Winner



Paragon Asia Holding Limited
利港亞洲有限公司

Certificate of Merit Winner



Citistore (Hong Kong) Limited
千色 Citistore

Certificate of Merit Winner



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

Certificate of Merit Winner



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

Certificate of Merit Winner

A N T E P R I M A

Sidefame Ltd - Anteprima
西彥有限公司 - Anteprima

2021-2022

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

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



Your IoT Home Solutions Partner

HKT Premier provides select customers with a first-class experience. Our prestige service is available by invitation only and comprises a wide range of one-stop IoT home solutions tailored to meet individual interior design and daily habits. Always ready to serve is a dedicated team of relationship managers, who work alongside customer support and service professionals.

Our versatile IoT home solution services include broadband and Wi-Fi network design, home automation and entertainment, security system, EV charging solutions and more.

您的智能家居方案伙伴

HKT Premier 致力讓特選客戶體驗最頂級的服務。透過我們的尊屬客戶經理及專業支援團隊，為客戶一站式度身訂造智能家居方案以配合其家居設計及生活習慣。

我們的多元化家居方案服務包括寬頻及 Wi-Fi 網絡設計、家居自動化及娛樂組合、家居保安系統及電動車充電方案等。



HKT Premier

2021-2022

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

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

Delivering Hospitality with Six Heartfelt Services

Adhering to the motto of "Exquisite Craftsmanship, Quality Services and Customer Orientation", Lukfook Group acts in the customers' best interests in our operational management. In line with the branding theme of "Love is Beauty", the Group has introduced the "Delivering the Beauty of Love with Six Heartfelt Services" excellent customer service programme to fulfil customers' needs with a caring heart and offer quality, covering "Greeting", "Caring", "Listening", "Helping", "Advising" and "Following-up", sincere services to customers with a view to relaying the culture of Six Heartfelt Services to each customer all over the world.

六福六心 賓至如歸

六福集團本著「匠心獨運、服務為本、以客為先」的精神，在經營理念上以顧客權益為首要。為貫徹「愛很美」的品牌推廣主題，集團推出「六心傳為您因為愛很美」卓越顧客服務計劃，用「心」了解顧客需要，從「開心接待」、「貼心關懷」、「留心傾聽」、「盡心協助」、「信心推介」、至售後的「細心跟進」，時刻為顧客提供優質摯誠的服務，矢志把六心服務文化傳至世界各地每一位顧客。



六福珠寶
LUKFOOK JEWELLERY

2021-2022

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

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



With the vision of Skin Revolution, SKIN & Co. focuses on providing high quality medical aesthetic services, from customized treatment to personalized skincare products (Skinique). We originate from experiences gained in 20 years of clinical applications on over 20,000 cases and specialized in services and products tailored to local customer needs.

We believe customer service is a complete process, not only in the shop but starts from pre-sales before customer arrival and lasting to post-sales after customer departure. To this goal, we meticulously designed, executed and monitored all customer touch points in complete customer experience journey, aiming to provide our customers with the best-in-class experiences.

We aspire to be the best medical aesthetic brand in the Greater China region.

SKIN & Co. 秉持為皮膚帶來革命的理想，基於 20 年、超過 2 萬個臨床應用的經驗，專注於為客戶定制最適合的醫學美容服務和產品。

客戶服務是一個完整的過程，從客戶光臨前開始，一直延伸到售後服務。我們精心設計、執行和監控所有客戶接觸點。

我們的願景是成為大中華地區最好的醫美品牌。



2021-2022

Hong Kong Awards for Industries: Award Winner

香港工商業獎：顧客服務獎

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



As a trusted banking partner in Hong Kong for over 150 years, HSBC is dedicated to connecting businesses of all sizes to opportunities. With customer centricity at its core, HSBC invests in digital capabilities and embeds cutting-edge technologies to better serve its customers by providing simpler, smarter and safer banking solutions. Their mission is to help customers streamline their operations, navigate change and thrive in the rapidly evolving business environment. To extend the Bank's value to their customers beyond traditional banking services, they also launched HSBC VisionGo and HSBC Smart Solution. These platforms bring an ecosystem of value-added services and insights together, enabling customers to connect to the right knowledge and partners to help realise their business ambitions.

滙豐紮根香港超過 150 年，一直致力協助不同企業連繫機遇。作為中小企的強大後盾，滙豐堅守以客為本的精神，積極投放資源於數碼創新，運用科技為客戶提供更安全便捷的理財方案，讓客戶在瞬息萬變的商業環境中能更有效提升營運效率和應對市場變化，促進業務增長。除了理財服務之外，滙豐亦不斷為客戶提供額外支援，分別推出滙豐智滙及滙豐機滙，為企業提供涵蓋眾多商業應用程式及豐富營商資訊的一站式平台，助企業發掘更多洞察及連繫合作夥伴，實踐業務抱負。



2021-2022

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

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



Yue Man Square (YM²) is one of the URA's key developments of Kwun Tong Town Centre Project. YM² heralds distinctive leisure, entertainment and dining experiences for visitors, which is the landmark project fostering the Kwun Tong community spirit by blending old and new. Having launched a series of smart technologies in bolstering more interactive, convenient and superior service experiences to well-esteemed customers, YM² Public Transportation Interchange is well-equipped with sophisticated and innovative synergies which aims to empower the commuting experience for the public whilst reinforcing traffic management in the district.

裕民坊「YM²」是市區重建局觀塘市中心重建計劃 - 重點發展項目之一。除了為各區市民提供與別不同的消閒、娛樂及餐飲體驗，YM²亦是觀塘新舊共融的地標性項目。YM²引進一系列智能科技設施，為尊貴顧客帶來更互動、便捷及卓越的服務體驗。「裕民坊公共運輸交匯處」亦結合多項創新和智慧元素，致力優化市民的生活體驗及深化區內交通管理。



2021-2022

Hong Kong Awards for Industries: Certificate Winner
香港工商業獎：顧客服務優異證書Apple Storage Group Limited
蘋果迷你倉集團有限公司

Apple Storage started mini-storage operation in 2008, with the mission of "To win your heart – we serve with heart", aiming to promote storage culture and let customers enjoy their living with spaces. Apple Storage has over 100 service outlets with excellent environment and convenient transportation, committed to provide quality services to customers which lay down annoyance when using the storage facilities.

蘋果迷你倉於 2008 年開始經營迷你倉業務，以《讓我用心，令您窩心》為宗旨，目標是推廣倉存文化，讓顧客生活空間更美好。蘋果迷你倉擁有超過一百個服務倉點，分店環境優質，交通便利，致力為客戶提供優質服務，為客人解決用倉時的各種煩惱。

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

Customer service in Circle K, which defined as 'Speed, Tidiness' and Friendliness (STF), is the company credo. Providing speedy checkout, tidy, clean store environment and friendly service is our Company commitment to the customers. To make our customers' lives easier is our mission and we aim to provide Easy, Fast & Simple shopping experience to our customers in every day. We create a harmonious working environment as we believe "happy staff serves happy customers". "Together, We Serve the Customer!" is the program to reinforce our belief – "Happy Staff, Happy Customer".

OK 便利店一向以 "快捷、整潔、友善" 為服務指標，致力為顧客提供卓越的服務，而「簡易生活 樂在 OK」的服務使命，更為顧客提供容易快捷的購物體驗。「服務從心 我幫你」的計劃，是加強「開心員工 開心顧客」的服務理念，令同事不論於服務心態及技巧方面都有所提升，為顧客帶來不一樣的服務體驗。



2021-2022

Hong Kong Awards for Industries: Certificate Winner 香港工商業獎：顧客服務優異證書

Citistore (Hong Kong) Limited 千色 Citistore



Wholly owned by Henderson Investment Limited, Citistore was established in 1989 with 5 stores in Hong Kong. We committed to building a well trusted and localized department store with an enjoyable shopping environment. "Customer First" has always been the philosophy of Citistore where we provide customers with Quality Services, Quality Merchandises and upgrade their living standards in a Quality Lifestyle. In 2021, a trendy lifestyle homeware brand "Citilife" was launched. Citilife is inspired by three core life philosophies – "Fullness", "Complete" and "Plentiful", offering consumers with diverse and innovative products to enrich their quality of life.

千色 Citistore 成立於 1989 年，是恆基發展全資擁有的百貨公司，擁有 5 間分店。「千色」是屬於香港人的百貨公司，承諾為顧客提供優質服務、優質貨品及優質生活，展現「活得千色，才是生活」的品牌理念。2021 年，更創立潮流家品專門店「C 生活」，象徵「豐盛」、「圓滿」及「豐富」，為顧客提供一個優質品味生活圈。



Clubone Limited 會所1號有限公司



ClubONE is a renowned wedding brand established in 2002 under The Lifestyle Group, with more than 10 years of experience in organizing wedding banquets. With the mission of providing customer-oriented wedding services, ClubONE has created unique and unforgettable wedding banquets for more than 10,000 couples.

ClubONE has a team of professional wedding planners and banquet managers to follow up all details of wedding, such that the personal needs of customers regarding banquet's environment, facilities and services can be better addressed and ensured a once-in-a-lifetime dream wedding for couples.

To meet different budget needs of our customers, ClubONE is the pioneer in introducing the "Discount Calendar" with different listed discounts on different

ClubONE 成立於 2002，隸屬於時代生活集團，逾十年籌辦婚宴的經驗，憑著「以人為本」的服務宗旨，為逾萬對新人締造與不同的難忘婚宴。

ClubONE 特設婚禮統籌師團隊，每場婚宴皆有專屬主管細心跟進流程，令環境、設施及服務更切合婚宴顧客的個人化需要，實現每對新人一生一世的夢幻婚禮。

此外，為迎合不同客人的預算，ClubONE 首創不同日子不同折扣的「優惠通勝」，以大眾化的價錢，為新人提供酒店級的婚宴場地及個人化婚宴服務。

2021-2022

Hong Kong Awards for Industries: Certificate Winner 香港工商業獎：顧客服務優異證書



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

As an Italian high-end sports fashion brand with a history of more than 100 years, FILA is advocating "a lifestyle of elegant led by sports", with the characteristics of "professional model", "pursuit of excellence", "treat with sincerity", "meticulousness", and "self-reflection", FILA stores are created with excellent operational standards and aimed to provide the best customer experience.

FILA 擁有超過百年歷史，以銷售義大利高級運動時尚服裝及鞋類為主。我們旨在向消費者倡導「以運動引領優雅品味的生活方式」，以「專業典範」、「追求卓越」、「真誠對待」、「一絲不苟」、「自我反思」的特質，打造優秀的營運標準和提供最佳的顧客體驗的 FILA 店鋪。



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



Harbour North, one of the most exciting shopping malls at the heart of Eastern Hong Kong Island, enjoys the magnificent view of Victoria Harbour. Our shops offer a trade mix of trendy fashions, jewellery and watches, beauty, and world-class dining experience. Surrounded by a large green space featuring a harbourfront promenade, the mall creates a new leisure shopping hot spot.

Harbour North always attaches to the core value of Hong Yip Service Company Limited – "Customer Focus", "Innovation" and "Quality Service". We deliver the excellent management services with professionalism, intelligent technology and green elements, to provide an excellent experience for customers.

北角匯位於熱鬧熙攘的港島東區核心地段，坐擁壯闊維港景致，為城中最高矚目的購物地標之一。場內匯聚時尚服飾、鐘錶珠寶、美容化妝及世界級餐飲體驗，更被海濱長廊與大型綠化空間包圍，締造舒適寫意的沿海消閒娛樂新據點。

北角匯一直貫徹康業服務有限公司「創意管理」、「優質服務」及「以客為先」的核心價值，以專業的態度，揉合智能科技及環保元素，為顧客提供最完善及先進的管理服務，享受最優質的生活新體驗。

2021-2022

Hong Kong Awards for Industries: Certificate Winner
香港工商業獎：顧客服務優異證書

**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**



Millennium City 1, 2, 3 & 6 are grade-A office buildings in Kowloon East managed by Kai Shing, member of Sun Hung Kai Properties. Kai Shing's professional management teams provide customers with tailor-made business management services. Leveraging innovation and technology, the teams launch "Work e-asy", a mobile app that integrates intelligent management and service excellence to enhance user experience. By utilising the Internet of Things and big data, the teams improve management efficiency and the implementation of service digitalisation.

創紀之城一期、二期、三期及六期為東九龍的甲級寫字樓，由新鴻基地產旗下的啟勝管理，其專業團隊為客戶提供度身訂造的服務。團隊運用創新科技，推出揉合智能管理及專業服務的應用程式「辦公易」，全面提升用家體驗。團隊更應用物聯網及大數據，提升管理效能，實現數碼化管理服務。

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



Since its establishment in 2018, Paragon has been built as a creative entrepreneur hub for ambitious Hong Kong start-ups and small businesses. We provide various cost-effective solutions to over 300 community members and have a diverse range of services that allow them to achieve more at a lower cost.

Paragon has been growing fast over the past years and has become one of the major local players in the coworking space industry. We now have 6 creative spaces located in East Kowloon and the number will grow to 8 by 2022.

Paragon Asia 紮根東九龍，兩年內發展迅速至 6 個據點，2022 年底將增至 8 個，為本地行業中最具規模的共享空間之一。致力發展成香港創業家首選地，2021 年曾獲頒飛越品牌初創企業大獎及香港中小企創新大獎，服務超過 300 個社群成員。各空間設有超過十個設施，亦有多項增值服務，以支援企業家能以更低成本，達到更高成就。



2021-2022

Hong Kong Awards for Industries: Certificate Winner 香港工商業獎：顧客服務優異證書

ANTEPRIMA

Sidefame Ltd - Anteprima 西彥有限公司 - Anteprima

Customers' shopping patterns have changed in the recent years, it is essential for traditional retail industry to upgrade and modify their business models. Living underneath the inevitability of digital communications, first we have to strengthen staffs' styling skills, enhancing content and quality of shooting and video production in order to present a proper and attractive brand image to customers. Digitalize



physical store selling technique and maintain long-term customer relationship through online platforms. Moreover, it is necessary to optimize the evaluation and management system, so as to meet the changes at all times altogether.

近年，顧客購物模式轉變，傳統零售業必須優化及改變原有的經營模式。我們先要強化同事配搭技巧，提升製作具吸引力的照片及影片技巧，將實體店的銷售方式搬上「線上」，並有效利用線上平台跟顧客維持長遠關係；另一方面，亦要優化店鋪評核與管理系統，一同迎接時代變遷。

Text and photos are provided by the winning companies.
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Members of Phase I Judging Panel

第一階段評審委員會

Dr. Kenneth Kwong
鄭家麒博士

Assistant Professor of Marketing; Programme Director of MSc in Entrepreneurial Management;
Co-Director of Chinese Family Succession Research Centre, The Hang Seng University of Hong Kong
香港恒生大學市場學系助理教授，創業管理理學碩士課程主任，華人家族傳承研究中心聯合主任

Dr. Pinky Tso
曹碧珠博士

Training Consultant
培訓顧問

Mr. Ken Wong
黃少勤先生

Head of Department of Business Administration, Vocational Training Council
香港專業教育學院 (黃克競) 工商管理系系主任

Mr. Wallace Tsui
崔建華先生

Partner, Audit, KPMG
畢馬威會計師事務所合夥人，審計

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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

Honorary Chairman of the Hong Kong Retail Technology Industry Association /
Adjunct Professor, Institute for Entrepreneurship, The Hong Kong Polytechnic University
香港零售科技商會榮譽會長 / 香港理工大學企業發展院兼任副教授

Mr. Steve Lai
黎英偉先生

General Manager, Qualifications Framework Secretariat
資歷架構秘書處總經理

Dr. Buston Chu
朱溢潮博士

Honorary Advisor, Hong Kong Association for Customer Service Excellence /
Executive Director, Service Cybernetics Consulting Ltd
香港優質顧客服務協會名譽顧問 / 務實思博顧問有限公司執行董事

Mr. Michael Cheng
鄭煥然先生

Partner & Consumer Markets Leader, Asia Pacific, Mainland China and Hong Kong, PwC
羅兵咸永道合夥人及亞太區消費市場行業主管

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 非評審委員會成員)

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2021-22 Hong Kong Awards for Industries (Innovation and Creativity, Technological Achievement, Upgrading and Transformation and Customer Service) Final Judging Panel

2021-22香港工商業獎 (創意、科技成就、升級轉型、顧客服務組別)
最終評審委員會



(From left 由左起)

Mr. Victor Lam
林凱章先生

Chairman, Industry & Technology Committee, Hong Kong General Chamber of Commerce
香港總商會工業及科技委員會主席

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

Mr. Alan Cheung
張益麟先生

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

Mr. Wilson Chan
陳偉忠先生

Associate Director, Partnerships, Hong Kong Science and Technology Parks Corporation
香港科技園公司策略夥伴副總監



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 six categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, 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, banquet and wedding planning, catering, property management, storage service, telecommunication 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。

香港工商業獎設有六個組別獎項，包括消費產品設計、顧客服務、設備及機械設計、創意、科技成就及升級轉型，分別由六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、宴會和婚禮策劃、餐飲、物業管理、倉存服務、電訊服務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。

Hong Kong Awards for Industries: Customer Service Leading Organiser 香港工商業獎：顧客服務主辦機構



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 39 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。成立三十九年以來，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。



HKRMA

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