



香港工商業獎

2023-24  
HONG KONG  
AWARDS FOR  
INDUSTRIES



CREATIVITY  
STRATEGY

SERVICE  
SUSTAINABILITY

Customer Service  
顧客服務



HKRMA



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

The Hong Kong Awards for Industries (HKAI) is championed by the HKSAR Government and the Hong Kong Retail Management Association is honored to be the organizer of the Customer Service category since its launch in 1997. The awards have garnered participation from a diverse array of service sectors, including retail, finance and banking, catering, property management, telecommunications, tourism, healthcare and professional services.

In recent years, Hong Kong's business environment has undergone dramatic changes, particularly in consumer spending patterns and service demands. Despite these challenges, I am pleased to see that many participating companies have demonstrated boldness in embracing innovation and transformation. They have transcended traditional frameworks and adopted flexible approaches that prioritize customer needs, often going the extra mile. Initiatives such as providing professional healthcare knowledge, offering value-added services and harnessing technology to enhance customer interaction and responsiveness have indeed underscored their commitment to excellence. The spirit of innovation and transformation demonstrated by the participating companies, along with their myriad novel ideas, is truly commendable and serves as exemplary best practices for the industry.



Quality service has always been a cornerstone of Hong Kong's competitive edge and one of our deep-rooted core values. In the face of intense competition, maintaining this competitive advantage is particularly essential. I encourage all sectors to intensify their efforts and unleash their creativity in offering exceptional and unique shopping experiences for customers. By working together, we can elevate the quality of our service industries, strengthen our competitive advantages and enhance Hong Kong's brand reputation. This collaborative effort will undoubtedly make a significant contribution to Hong Kong's long-term economic development.

On behalf of the Association, I extend my heartfelt thanks to the judging panel for their support and contributions, and I congratulate all winners of the Customer Service award category.

香港工商業獎是獲香港特區政府鼎力支持的獎勵計劃。香港零售管理協會很榮幸自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、旅遊服務、醫療及不同的專業服務等。

近年，香港的營商環境在疫情後出現了翻天覆地的變化，尤其是顧客的消費模式及對服務的要求，都出現了重大轉變。縱使面對重重挑戰，我喜見不少參賽企業都勇於變革轉型，突破固有框框，採用更靈活的服務模式；同時細心思考顧客的需要，為他們多做一步，例如主動為顧客提供專業保健知識、提供與產品相關的增值服務、又或配合科技去增加與顧客的互動及作出快速回應。參賽企業努力創新求變的精神，以及種種新點子都非常值得業界借鑒。

優質服務一直是維持香港競爭力的關鍵元素，亦是我們長久建立的核心價值。面對激烈的競爭環境，這優勢變得更形重要。我期望各行各業繼續加倍努力，發揮創意，為顧客提供卓越及獨特的服務體驗，共同把本港服務業的質素提升至更高水平，鞏固我們的競爭優勢，合力擦亮香港這一品牌，必定對香港經濟的長遠發展帶來莫大裨益。

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 handwritten signature in black ink, appearing to read 'Annie Yau Tse'. The signature is fluid and cursive, written in a professional style.

Annie Yau Tse  
謝邱安儀

# 2023-24

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

*Grand Award Winner*

watsons

Watsons Hong Kong  
香港屈臣氏

# 2023-24

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



無限極廣場  
INFINITUS PLAZA

H Properties Management  
(H.K.) Company Ltd. -  
Infinitus Plaza  
爽物業管理(香港)有限公司 -  
無限極廣場

Award Winner



KAI SHING  
MANAGEMENT SERVICES  
啟勝管理服務  
新鴻基地產集團成員  
Member of Sun Hung Kai Properties Group

Kai Shing Management  
Services Limited -  
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

Award Winner



Quality 卓健  
HealthCare

Quality HealthCare  
Medical Services Limited -  
Customer Services  
卓健醫療服務有限公司 -  
客戶服務

Award Winner



奧海城  
Olympian City

Sino Estates Management  
Limited - Olympian City  
信和物業管理有限公司 -  
奧海城

Certificate of Merit Winner



CSL Mobile Limited -  
Corporate Account Services  
香港移動通訊有限公司 -  
企業客戶服務

Certificate of Merit Winner



日本命力健康食品

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

Certificate of Merit Winner



Optical 88 Limited  
眼鏡88有限公司

Certificate of Merit Winner



Hong Kong Productivity  
Council - Government Funding  
Scheme Management Centre  
香港生產力促進局 -  
政府資助計劃  
管理中心

Certificate of Merit Winner



Ngong Ping 360 Limited  
昂坪360有限公司

Certificate of Merit Winner



PARKnSHOP  
百佳超級市場

Certificate of Merit Winner



K.S. Sze & Sons Ltd  
金星珠寶有限公司

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

# 2023-24

Hong Kong Awards for Industries: **Grand Award Winner**

香港工商業獎：**顧客服務大獎**

## Watsons Hong Kong 香港屈臣氏



Watsons is the leading O+O (Offline plus Online) health and beauty retailer in Asia. Watsons operates around 180 stores in Hong Kong and Macau, of which around 60 stores have in-store pharmacies. Watsons Hong Kong has a professional team that includes pharmacist, dietician, Chinese medicine practitioner, health advisor, beauty artist and nurse. They are dedicated to providing personalised advice in health, beauty and personal care on top of its market-leading product range, serving various needs of our customers.

Through the newly launched HealthQ Stations and mobile health stations, Watsons' professional health team visits different districts across Hong Kong to provide customers with vaccination and body check consultation service as well as free health assessments and consultations, committed to helping everyone to stay healthy.

Watsons also leverages retail technology, such as Artificial Intelligence, to offer personalized beauty and health advice, while promoting sustainability as a leading retailer in Hong Kong in launching comprehensive recycling programmes, to encourage a more healthy and better lifestyle. We place great importance on staff training, continuously enhancing our professional health and beauty services, making customers LOOK GOOD, DO GOOD, FEEL GREAT every day.

屈臣氏是亞洲最大的 O+O (線下及線上) 保健及美容產品零售商，在港澳擁有近 180 家分店，其中近 60 家設有駐店藥房。店舖的專業團隊由註冊藥劑師、營養師、中醫師、健康顧問、美妝顧問及護士所組成，為大家提供一站式個人化的專業諮詢，配以傲視同儕的多元化產品種類，由內到外照顧大家保健養生、美容彩妝及個人護理的需要。

透過新設的 HealthQ 健康解碼站，以及流動健康站，屈臣氏專業健康團隊走訪全港各區，為顧客提供疫苗及體檢諮詢，以及免費健康評估等，務求處處關心您健康。

同時結合人工智能等零售科技提供个性化的美妝及健康建議，亦積極推動可持續發展，為全港 No.1 最全面回收零售商，擴展多項回收計劃，為顧客帶來更健康、更美好的生活。我們十分重視團隊培訓，積極提升專業、全面的健與美服務，無微不至照顧不同顧客的需要，令顧客每天都能 LOOK GOOD, DO GOOD, FEEL GREAT。



watsons

# 2023-24

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

## H Properties Management (H.K.) Company Ltd. - Infinitus Plaza 爽物業管理(香港)有限公司 - 無限極廣場



Infinitus Plaza is a unique office and retail complex that connects to iconic landmarks in core Central, offering a diverse experience of customer service, convenience, and sustainability.

More than just a Grade-A commercial building, it serves as a shared space for people and pets. To foster a happier work environment, we have created a tenant-exclusive space called "Happy Moment," offering free access to gym, massage chairs, and workshops, which energizes the entire tenants' community.

Property management team are our "Happiness Ambassadors," leveraging their skills and experience to deliver exceptional service that exceeds customer expectations. Through our customer first approach to property management, we aim to positively impact the lives of all stakeholders.

無限極廣場，獨特的辦公及零售空間。與中環核心地標相連，提供不一樣的顧客服務、便利性及永續性的多元體驗。

無限極廣場不僅是甲級商業綜合大樓，更是人寵共享空間。為創造更快樂的工作環境，打造了租戶專享空間「Happy Moment」，讓租戶免費使用健身室、按摩椅及參加工作坊，使整個社區充滿活力。

物業管理團隊被賦予「快樂大使」的角色，結合各自技能與經驗，提供超出顧客期望的服務。期望透過獨特的物業管理方式，為持份者的生活帶來積極影響。



無限極廣場  
INFINITUS PLAZA

# 2023-24

Hong Kong Awards for Industries: **Award Winner**

香港工商業獎：**顧客服務獎**



**Kai Shing Management Services Limited -  
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 and 6 in Kwun Tong, developed by Sun Hung Kai Properties Limited, are grade-A office buildings managed by Kai Shing Management Services Limited.

Our goal is to maintain our office buildings as the most distinguish business hub in Kowloon East. We strive to provide professional and innovative services, which go beyond the expectation of our building users. We also emphasis on staff training and technology to keep up the service standard. The award from the "Hong Kong Awards of Industries: Customer Service" is undoubtedly an affirmation of our team efforts and exemplary performance in property management.

創紀之城一、二、三及六期是新鴻基地產集團位於東九龍之甲級商廈，由旗下的啟勝管理服務有限公司提供優質管理服務，團隊致力追求專業創新，讓服務質素精益求精，並著重加強培訓及應用科技，以持續進步。

此外，我們更制訂有效策略，建立專業卓越服務團隊，務求突破現有服務水平，為客人創造難忘服務體驗，超越客戶期望。今次很榮幸能於「香港工商業獎：顧客服務」獲獎，再次肯定了我們服務團隊的努力及卓越的物業管理服務表現。



**KAI SHING**  
MANAGEMENT SERVICES  
**啟勝管理服務**  
新鴻基地產集團成員  
Member of Sun Hung Kai Properties Group



2023-24

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

**Quality HealthCare Medical Services Limited -  
 Customer Services**  
**卓健醫療服務有限公司 - 客戶服務**

Rooted in Hong Kong since 1868, Quality HealthCare Medical Services (QHMS) has been dedicated to delivering customer-centric healthcare for over 150 years. From appointment scheduling to follow-up care, our team provides attentive, efficient support with 24-hour hotline assistance and omnichannel services to ensure seamless care.

In response to the growing digitalisation of healthcare, QHMS has embraced new technologies, offering convenient access to medical information and services through the QHMS app, customer service hotline, and other digital platforms. By integrating online and offline healthcare solutions, we enhance both efficiency and the overall customer experience, combining innovative technology with compassionate care, while upholding our commitment to excellence.

卓健醫療自 1868 年起植根香港，150 多年來一直專注以客為先的醫療服務。我們的團隊提供 24 小時服務熱線及全方位支援，從預約安排到跟進護理，全程竭盡所能。

在醫療進入數碼化的年代，卓健醫療與時並進，透過卓健醫療應用程式、客戶服務熱線及其他數碼平台，讓市民更便捷地獲取醫療資訊和服務，實現線上線下無縫銜接，提升醫療效率與體驗。卓健醫療融合創新科技與貼心服務，堅守我們對卓越服務的承諾。



# 2023-24

Hong Kong Awards for Industries: **Award Winner**

香港工商業獎：**顧客服務獎**

**Sino Estates Management Limited - Olympian City**  
**信和物業管理有限公司 - 奧海城**



## Olympian City - A family-friendly shopping mall

Olympian City, located in the heart of West Kowloon, comprising 800,000 square feet of retail space, housing over 250 shops and 70 dining options. As a family-friendly shopping mall, Olympian City not only offers an enjoyable shopping experience but also regularly hosts a variety of family activities. The "OC STEM Lab" provides a range of STEM courses for children and teenagers. We gather customer feedback through multiple channels to better understand their needs, enabling us to continuously enhance service quality and uphold our commitment to a "customer first" approach. We are dedicated to excellence, consistently working to exceed customer expectations.



## 奧海城 - 多元化家庭購物商場

奧海城位處西九龍核心黃金圈，總面積達 80 萬平方呎，共逾 250 間店舖及 70 間食肆。作為一個多元化家庭購物商場，奧海城不僅為顧客提供愉快的購物體驗，還定期推出各類家庭活動。OC STEM Lab 創意工作室為兒童和青少年提供多種 STEM 活動和課程。我們透過多個渠道收集顧客的意見，以便深入瞭解顧客的需要，並不斷提升服務質素，致力實踐「顧客至上」的宗旨，精益求精，時刻超越顧客的期望。



2023-24

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

### CSL Mobile Limited - Corporate Account Services 香港移動通訊有限公司 - 企業客戶服務



1010 Corporate Solutions is a total ICT solution provider for enterprises. We offer 5G+ technology industry solutions and enterprise mobility solutions which include 5G voice/data, roaming, 1-card-2-number, Tiantong satellite service, AI mobile devices and more, optimising business communication and operation.

Our customer service philosophy is centred on delivering a holistic approach to customers' needs and expectations. We strive to provide exceptional service quality and ensure an outstanding customer experience. We achieve these with extended accessibility, prompt responsiveness and continuous enhancement in service digitalisation.

Because "We Are The Standard"

1010 Corporate Solutions 提供整體 ICT 企業方案，包括 5G+ 科技行業方案及 5G 語音 / 數據、漫遊、一卡兩號、天通衛星、AI 流動裝置等商業移動方案，助企業優化通訊與營運。

我們以綜合方法滿足客戶需求為服務理念，通過提升可及性、快速回應和增強數碼服務，實現卓越服務質量和客戶體驗。

因為「我們就是標準」



### Hong Kong Productivity Council - Government Funding Scheme Management Centre 香港生產力促進局 - 政府資助計劃管理中心



#### About HKPC Government Funding Scheme Management Centre

The HKSAR Government has launched multiple funding schemes to promote and support the development of various industries and enterprises in Hong Kong. HKPC serves as implementer of 10 Government funding schemes, supporting Small and Medium Enterprises (SMEs) in Hong Kong and encouraging different industries to utilise Government funding schemes for upgrading and transformation. Government Funding Scheme Management Centre has launched several digital measures to enhance the user experience of applicants, including the "Biz Expands Easy (BEE)", a one-stop online platform consolidating 28 Government funding information; the "BEE ePass" service to optimise the funding application process and provide a convenient application channel and expedite the approval process, enabling more enterprises to utilise funding on business development.



#### 關於生產力局政府資助計劃管理中心

香港特別行政區政府推出多項資助計劃，推廣和支援香港各行業及企業的發展。生產力局為 10 個政府資助計劃的執行機構，服務香港中小企業，鼓勵不同行業善用政府資助進行升級轉型。政府資助計劃管理中心目前已推出多項數碼化措施，全面優化申請者的用戶體驗，包括一站式政府資助資訊網上平台「資助易 BIZ Expands Easy (BEE)」及優化申請資助流程的「資助通 BEE ePass」，現時平台提供 28 個資助資訊，讓更多企業利用資助拓展業務。

# 2023-24

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

### **K.S. Sze & Sons Ltd** **金星珠寶有限公司**



Legendary brand, K.S. Sze & Sons Jewels celebrates 101 years in 2024. Founded in 1923 in Shanghai, K.S. Sze & Sons Jewels is the longest-running business in the history of Mandarin Oriental, Hong Kong. Over the years, the family-owned company has been known for its goodwill and support of the world's jewellery sector, welcoming collaborations with renowned global brands and up-and-coming talent. Its enduring presence in Hong Kong has earned the loyalty of international celebrities and royalty to clients who return from generation to generation.

自 1923 年成立於上海，誌慶 101 周年的知名品牌金星珠寶是香港文華東方酒店歷史上經營最長的商店。多年來，這家家族企業以其良好的聲譽與全球知名品牌及人才合作，致力支持全球珠寶行業的發展。植根香港的金星珠寶以其累積及傳承，贏得了不少國際名人和皇室客戶等世代相傳的忠誠。



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



Served Hong Kong for over 27 years, Meiriki Japan dedicated on introducing premium quality, safe, effective and natural health supplements, and becoming the leading choice for customers in Hong Kong. Committed to providing professional services and high-quality products with care, we strive to safeguard the physical and mental health of customers and their families. With "Exceeding Your Expectations" as the core value of our supreme services, we established a pioneering team of professional family nutritionists to support clients' health, fostering connections within the community through love.

日本命力扎根香港 27 年，致力引入優質、安全、有效、天然的健康產品並成為香港保健食品和顧客首選的領先企業，「用心」提供專業服務及優質產品，守護顧客以至家人身心健康，以「超越您想」作為優越服務的核心價值，首創專業家庭營養師團隊，成為客戶健康後盾，用愛連繫社會。

2023-24

## Hong Kong Awards for Industries: Certificate of Merit Winner

### 香港工商業獎：顧客服務優異證書

#### Ngong Ping 360 Limited 昂坪360有限公司




As an important tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers an exciting opportunity for guests to experience a unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping. Guests can visit the Chinese architecturally designed Ngong Ping Village, where they can enjoy a wide range of dining, shopping and entertainment options and culturally themed attractions, including Motion 360 and Cable Car Discovery Centre.

昂坪 360 為香港重要的旅遊景點，是一個位於大嶼山並結合大自然景觀和文化探索的旅遊新體驗。昂坪纜車總長度為 5.7 公里，來往東涌和昂坪。賓客抵達昂坪市集後可參觀具文化特色的主題建築群，市集內提供多項精彩餐飲、購物和娛樂設施，包括「360 動感影院」及「纜車探知館」。

#### Optical 88 Limited 眼鏡88有限公司



OPTICAL 88 always provides high-quality prescription glasses and eye care services with professional and reliable service. After the establishment of the Professional Eyecare Centre, we extend our eyecare services to ophthalmology diagnosis and treatments, providing the public with one-stop eye care management. At the same time, we provide hearing care services, including hearing assessment and hearing aid fitting to realize the concept of helping people "See and Hear the Truth". We cultivate talents to become professionals and are committed to protecting the audio-visual health of the public.



眼鏡 88 一直以專業可靠的服務態度，提供優質的眼鏡驗配及眼睛護理服務。繼成立專業護眼中心，近年拓展眼科專科診斷及治療，提供一站式眼部健康管理。同時發展聽覺護理服務，提供檢查及助聽器驗配，以達致「看得真，聽得清」的理念。我們培育人才成為專業達人，致力守護大眾的視聽健康。

# 2023-24

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

### **PARKnSHOP** 百佳超級市場



Established in 1972, PARKnSHOP is Hong Kong's leading O+O supermarket chain, operating around 250 stores in Hong Kong and Macau. We continue innovating to provide the best value, product selection, freshness, and convenience through our eShop and mobile app as we live by our brand promise - "BEST, EASY, VALUE"

PARKnSHOP pioneered Hong Kong's first MoneyBack rewards program, offering customers exclusive discounts, bonus points, and premium redemptions. Our retail foresight and management have been widely recognized with numerous industry and consumer awards.



百佳超級市場創立於 1972 年，是本港最具規模線下及線上 (O+O) 的超級市場連鎖店，在香港及澳門設有約 250 家分店。百佳不斷創新，致力提供物超所值、應有盡有的新鮮貨品選擇，亦設有網上商店和流動應用程式，務求做到「百種方便、佳品超值」。

全港首創的百佳「易賞錢」，向顧客提供價格優惠、積分獎賞及免費禮品換領。百佳在零售市場上之遠見及推動備受業內及社會各界人士嘉許，屢獲殊榮。

### **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 is managed by Kai Shing Management Services Limited, a subsidiary of Sun Hung Kai Properties. The mall offers over 60 thoughtful customer services and has set up a "Care Counter" at the Customer Service Center to assist customers in need. At the same time, the team understands the needs of pet owners and provides a variety of pet-friendly facilities and services, making it the first pet-friendly mall in the North District. This allows customers to enjoy the highest quality of service and feel the warmth of a "home".

上水廣場由新鴻基地產的啟勝管理服務有限公司負責管理，商場提供超過 60 項貼心的顧客服務，並在客戶服務中心設置了「關愛櫃位」，以便分流需要幫助的顧客。同時，團隊也了解寵物主人的需求，提供多樣化的寵物友善設施和服務，成為北區首個寵物友善商場，讓顧客享受到最優質的服務，感受到如同「家」般的溫暖。

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

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. Paul Ma  
馬永基先生

Business Director, Kar Consulting/ Chairman, Service Talent Award Organizing Committee of HKRMA  
加域顧問商業總監 / 香港零售管理協會傑出服務獎籌委會主席

Mr. Wallace Tsui  
崔建華先生

Partner, KPMG  
畢馬威會計師事務所合夥人

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



(From Left 由左起)

Mr. Bond Law  
羅振邦先生

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)

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

Dr. Toa Charm  
湛家揚博士

Founding Chairman, Data Literacy Association  
數據素養協會創會主席

Dr. Royce Yuen  
袁文俊博士

Co-CEO, MaLogic / Adjunct Associate Professor, Marketing, HKU Business School  
冠忠控股有限公司聯席行政總裁 / 港大經管學院 (市場學) 客座副教授

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

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## 2023-24 Hong Kong Awards for Industries (Upgrading and Transformation, Customer Service and Innovation and Creativity) Final Judging Panel

2023-24香港工商業獎 (升級轉型、顧客服務、創意組別)  
最終評審委員會



(From Left 由左起)

Mr Bond Law  
羅振邦先生

Executive Director, Hong Kong Retail Management Association  
香港零售管理協會執行總監

Mr Geoffrey Kao  
高鼎國先生

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

Professor Ping-kong Alexander Wai  
衛炳江教授

Chairman of the Final Judging Panel  
最終評審委員會主席  
President and Vice-Chancellor, Hong Kong Baptist University  
香港浸會大學校長

Mr Robert Ip  
葉卓雄先生

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





## 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 five categories including consumer product design, customer service, 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 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。

香港工商業獎設有五個組別獎項，包括消費產品設計、顧客服務、設備及機械設計、創意、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。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：hkai.hkrma.org

### 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



### Hong Kong Retail Management Association

#### HKRMA 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 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 more than 8,000 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) established in 1989. Currently, members of FAPRA cover 18 countries/regions in the Asia Pacific with each being represented by the key retail association.

#### Our Mission

- To present a unified voice on behalf of the retail industry with regard to policy and advocating on issues that affect retailers.
- To raise the status and professionalism of retailing through education and training.

#### Our Representation

The Hong Kong Retail Management Association is being recognized as the leading organization representing retail and the body to be consulted on industry related issues.

HKRMA also makes regular submissions to the Government on behalf of its members on issues that affect the retail industry and continues to initiate discussions with members on major policies to ensure that their interests are being heard.

香港零售管理協會於1983年由一群擁有長遠使命的零售商共同創辦。成立41年以來，本協會在促進本地零售業發展及代表業界意見方面，一直扮演著重要角色；與此同時，本協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

本協會乃香港主要的零售協會，至今會員公司店舖逾8,000間，僱員數目佔本港總零售僱員逾半。本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18個亞太地區及國家。

#### 參賽資格

- 代表業界聲音，就零售商關注的事宜，向有關方面反映意見。
- 透過教育、培訓及業界獎項，提升零售業的專業地位。

#### 我們的代表性

香港零售管理協會被公認為業內最具領導地位的機構，並代表業界接受外界有關本港零售業的諮詢。

作為業界代表，本協會不時就影響零售業的事宜及政策，向政府反映意見，並積極與會員商討政府條例及有關對策，以保障會員權益。

## Online and Offline Awards O2O 認證及獎項



## Service Awards 服務獎項





**HKRMA**

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