

SHKP mall customer care ambassadors recognized with Service & Courtesy Awards

新地商场亲客大使获“杰出服务奖”多项殊荣

The Group is dedicated to fostering a comfortable and convenient shopping environment in its malls, while encouraging frontline staff to strive for service quality enhancement. Recently, SHKP mall customer care ambassadors were feted at the 2019 Service & Courtesy Awards, with MOKO taking home two gold and one silver award.

MOKO receives numerous honours

Organized by the Hong Kong Retail Management Association, the Service & Courtesy Award – dubbed the ‘Oscars’ of the Hong Kong retail trade – was introduced in 1986 to recognize the service excellence of retail brands and frontline staff, and strengthen the overall service standards of the local retail industry. At the 2019 Service & Courtesy Awards, 16 of the Group’s customer care ambassadors participated and were selected as finalists, and eight of the Group’s malls entered the final round of the Property Management category, which included 11 malls. Three MOKO customer care ambassadors emerged as awardees: Jane Tsui, gold award winner in the Supervisory Level – Retail (Services) category; and

Annie Chan and JoJo Tsang, gold and silver award winners, respectively, in the Junior Frontline Level – Property Management category. In the same category, Stephanie Cheng of Tai Po Mega Mall won the Outstanding Performance Award. And Annie Chan, JoJo Tsang and Cally Li of HomeSquare clinched the Excellent Service Star award for full marks in two rounds of mystery shopper assessments.

Healthy competition helps raise industry service level

Mall customer care ambassadors can learn from other top retail professionals in town to help elevate the malls’ service level, said Cris

Fung, Sun Hung Kai Real Estate Agency Retail Marketing and Customer Relations General Manager. SHKP was the first property developer to take part in the Service & Courtesy Award in 2011. She added, “We hope that the participation of our customer care ambassadors will drive other customer service staff in our malls to actively improve their service quality.” Following in the footsteps of SHKP malls, other shopping malls have gradually joined the event in recent years. Through healthy competition, Cris Fung believes that there will be continuous improvement in the overall service standard of both SHKP malls and the industry, which will provide customers with a more refined leisure and shopping experience.

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SHKP mall customer care ambassadors achieve excellent results at the 2019 Service & Courtesy Awards
新地商场亲客大使在“2019杰出服务奖”取得骄人成绩

Awards of SHKP mall customer care ambassadors

新地商场亲客大使获奖一览

Award 奖项	Winner 得奖者	Mall 商场
Gold Award in Supervisory Level – Retail (Services) “零售（服务）”主管组别金奖	Jane Tsui 徐嘉琪	MOKO 新世纪广场
Gold Award in Junior Frontline Level – Property Management “商场 / 物业管理”前线组别金奖	Annie Chan 陈晓莹	MOKO 新世纪广场
Silver Award in Junior Frontline Level – Property Management “商场 / 物业管理”前线组别银奖	JoJo Tsang 曾芷瑜	MOKO 新世纪广场
Outstanding Performance Award in Junior Frontline Level – Property Management “商场 / 物业管理”前线组别卓越表现奖	Stephanie Cheng 郑佩琪	Tai Po Mega Mall 大埔超级城
Excellent Service Star 优质服务之星	Annie Chan, JoJo Tsang 陈晓莹、曾芷瑜	MOKO 新世纪广场
	Cally Li 李美琼	HomeSquare

集团致力于为商场营造舒适方便的购物环境，并鼓励前线员工努力提升服务品质。日前多位新地商场亲客大使在“2019杰出服务奖”评选中获得多项殊荣，其中MOKO新世纪广场还获得“两金一银”的优异成绩，令人鼓舞。

MOKO新世纪广场夺得多个奖项

由香港零售管理协会举办的“杰出服务奖”于1986年创办，目的是嘉许服务优秀的零售品牌和前线服务员，借此提升香港整体零售服务水平，故有零售业界“奥斯卡”的美誉。在本届评选中，集团共有16位亲客大使参加“2019杰出服务奖”评选，并全部晋身决赛；11家入选“商场/物业管理”组别最后名单的商场中，集团共有八家商场入围。最终，MOKO新世纪广场共有三人获奖，包括在“零售（服务）主管组别”获金奖的徐嘉琪，在“商场/物业管理前线组别”获得金奖和银奖的陈晓莹及曾芷瑜；另外大埔超级城的郑佩琪还在此组别获得“卓越表现奖”；至于陈晓莹、曾芷瑜和HomeSquare的李美琼，三人凭借在两轮神秘顾客评审中取得满分，同获“优质服务之星”的嘉许。

良性竞争提升业界服务水平

新鸿基地产代理租务部总经理（商场市务及客户关系）冯翊琳表示，商场亲客大使通过与业界精英互相观摩，可取长补短，从而提升商场服务水平。新鸿基地产早在2011年就开始参加“杰出服务奖”的评选，是首个参与此评选的地产发展商。“我们期望借助参赛，亲客大使们能带动整个商场前线服务团队积极提升服务品质。”随着新鸿基地产商场的参与，其他商场近年来也陆续加入竞逐。冯翊琳相信通过良性竞争，集团商场以至业界整体的服务水平会不断提升，为顾客带来更佳的休闲购物体验。



Jane Tsui – MOKO
新世纪广场徐嘉琪



Annie Chan – MOKO
新世纪广场陈晓莹



JoJo Tsang – MOKO
新世纪广场曾芷瑜



Cally Li – HomeSquare
HomeSquare李美琼



Stephanie Cheng – Tai Po Mega Mall
大埔超级城郑佩琪