

## SHKP mall customer care ambassadors recognized with Service & Courtesy Awards

### 新地商場親客大使獲「傑出服務獎」多項殊榮

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.



SHKP mall customer care ambassadors achieve excellent results at the 2019 Service & Courtesy Awards  
新地商場親客大使在「2019傑出服務獎」取得驕人成績

## Awards of SHKP mall customer care ambassadors 新地商場親客大使獲獎一覽

Award 獎項	Winner 得獎者	Mall 商場
Gold Award in Supervisory Level – Retail (Services) 「零售（服務）」主管組別金獎	Jane Tsui 徐嘉琪	MOKO 新世紀廣場
Gold Award in Junior Frontline Level – Property Management 「商場 / 物業管理」前線組別金獎	Annie Chan 陳曉瑩	MOKO 新世紀廣場
Silver Award in Junior Frontline Level – Property Management 「商場 / 物業管理」前線組別銀獎	JoJo Tsang 曾芷瑜	MOKO 新世紀廣場
Outstanding Performance Award in Junior Frontline Level – Property Management 「商場 / 物業管理」前線組別優越表現獎	Stephanie Cheng 鄭佩琪	Tai Po Mega Mall 大埔超級城
Excellent Service Star 優質服務之星	Annie Chan, JoJo Tsang 陳曉瑩、曾芷瑜	MOKO 新世紀廣場
	Cally Li 李美琼	HomeSquare

集團致力為商場營造舒適方便的購物環境，並鼓勵前線員工努力提升服務質素。早前多位新地商場親客大使於「2019傑出服務獎」中獲得多項殊榮，其中MOKO新世紀廣場更獲得「兩金一銀」，成績令人鼓舞。

### MOKO新世紀廣場奪得多個獎項

由香港零售管理協會舉辦的「傑出服務獎」於1986年創辦，目的是嘉許服務優秀的零售品牌和前線服務員，藉此提升香港整體零售服務水平，故有零售業界「奧斯卡」之美譽。今屆集團共有16位親客大使參加「2019傑出服務獎」並全部晉身決選，而11間入選「商場 / 物業管理」組別最後名單的商場中，集團共有八間商場入圍。最終MOKO新世紀廣場共有三人獲獎，包括在「零售（服務）主管組別」獲金獎的徐嘉琪，在「商場 / 物業管理前線組別」獲得金獎和銀獎的陳曉瑩及曾芷瑜；另外大埔超級城的鄭佩琪亦在此組別獲得「優越表現獎」；至於陳曉瑩、曾芷瑜和HomeSquare的李美琼，三人憑藉在兩輪神秘顧客評審中取得滿分，同獲「優質服務之星」的嘉許。

### 良性競爭提升業界服務水平

新鴻基地產代理租務部總經理（商場市務及客戶關係）馮翊琳表示，商場親客大使透過與業界精英互相觀摩，可取長補短，從而提升商場服務水平。新地於2011年是首個參加「傑出服務獎」的地產發展商。「我們期望藉著參賽，親客大使們能帶動整個商場前線服務團隊積極提升服務質素。」隨著新地商場的參與，其他商場近年亦陸續加入競逐。馮翊琳相信透過良性競爭，新地商場以至業界整體服務水平會不斷提升，為顧客帶來更佳的消息購物體驗。



Jane Tsui – MOKO  
新世紀廣場徐嘉琪



Annie Chan – MOKO  
新世紀廣場陳曉瑩



JoJo Tsang – MOKO  
新世紀廣場曾芷瑜



Cally Li – HomeSquare  
HomeSquare李美琼



Stephanie Cheng – Tai Po Mega Mall  
大埔超級城鄭佩琪