

# SHKP Malls receive recognition for customer service and anti-pandemic measures

## 新地商场顾客服务与抗疫措施备受嘉许

Every year, the Group nominates its frontline mall staff for the Hong Kong Retail Management Association's Service Talent Award, where they can learn from other retail professionals and broaden their horizons. This year, 21 SHKP major malls took part in the Award. The participating customer care ambassadors won praise from the judging panel for their excellent service quality and versatile capability in several rounds of mystery shopper assessments and group interviews. Their overall excellence won them more than 15 awards.



SHKP customer care ambassadors clinch over 15 awards in the 2020 Service Talent Award  
新地商场亲客大使团队在“2020杰出服务奖”中，勇夺超过15个奖项

Despite intense competition for individual awards this year, three SHKP customer care ambassadors took the Individual – Gold award. Among the participating teams, 25 customer care ambassadors were awarded the Excellent Service Star for getting full marks in the mystery shopper assessments.

For company awards, New Town Plaza I received the Best Team Performance Award – Silver, while Harbour North won the Potential Brand Award – Bronze. YOHO MALL was awarded the Top 10 Outstanding Service Flagship Store by the judging panel. APM earned the Top 10 Outstanding Service Retail Brand by public vote. Landmark North and Metroplaza received the Certificate of Merit for the first Retail Anti-Pandemic Award, which is industry recognition of their team spirit and dedicated efforts to provide a safe shopping environment and premium customer service amid the pandemic.

Sun Hung Kai Real Estate Agency Limited Leasing – Retail Marketing and Customer Relations General Manager Cris Fung said, “Amid the pandemic, SHKP Malls have relentlessly stepped up cleaning efforts and implemented an array of smart, innovative anti-pandemic measures to prevent the spread of the virus. The frontline customer care ambassadors in our malls are devoted to identifying and fulfilling our customers’ needs and always put our customers first with sincerity.”

**集团每年推荐商场前线服务团队参加香港零售管理协会举办的“杰出服务奖”，借此与业界精英互相切磋及学习观摩。今年共有21个新地重点商场派员参赛，在多轮神秘顾客评审及小组面试中，参赛的亲客大使团队以优良的服务水平及灵活的应变能力赢得评审嘉许，荣膺超过15个奖项，表现卓越。**

今年在竞争激烈的个人项目中，新地商场共有三名亲客大使夺得个人组别金奖殊

荣。比赛队伍中共有25名亲客大使在神秘顾客评审中取得满分佳绩，获大会颁发“优质服务之星”。

团体奖项方面，新城市广场一期获颁发“最佳参赛队伍 — 银奖”、北角汇赢取“最具潜质品牌 — 铜奖”、YOHO MALL及APM分别被评审及公众投选为“十大杰出服务旗舰店”及“十大杰出服务零售品牌”。上水广场及新都会广场荣获首届“零售抗疫大奖 — 优异奖”，显示商场团队上下一心，在疫情期间发挥抗疫的团体精神，致力为顾客提供安心的购物环境及优质服务，备受业界认同。

新鸿基地产代理有限公司租务部（商场事务及客户关系）总经理冯翊琳表示：“在新型冠状病毒疫情下，新地全力加强商场的卫生清洁，并实施多项崭新智能防疫措施，不遗余力隔绝病毒传播。走在最前线的商场亲客大使团队亦谨守岗位，时刻关顾顾客的需要，任何时候以客为先，以真挚诚恳的态度服务每一位顾客。”