

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

新地商場顧客服務與防疫措施備受嘉許

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
新地商場親客大使團隊在「2020傑出服務獎」中，勇奪超過15個獎項

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."

集團每年推薦商場前線服務團隊參加香港零售管理協會舉辦的「傑出服務獎」，藉此與業界精英互相切磋及學習觀摩。今年共有21個新地重點商場派員參賽，在多輪神秘顧客評審及小組面試中，參賽的親客大使團隊以優良的服務水平及靈活的應變能力贏得評審嘉許，榮膺超過15個獎項，表現卓越。

今年在競爭激烈的個人項目中，新地商場共有三名親客大使奪得個人組別金獎殊

榮。比賽隊伍中共有25名親客大使在神秘顧客評審中取得滿分佳績，獲大會頒發「優質服務之星」。

團體獎項方面，新城市廣場一期獲頒發「最佳參賽隊伍 — 銀獎」、北角匯贏取「最具潛質品牌 — 銅獎」、YOHO MALL及APM分別被評審及公眾投選為「十大傑出服務旗艦店」及「十大傑出服務零售品牌」。上水廣場及新都會廣場榮獲首屆「零售抗疫大獎 — 優異獎」，顯示商場團隊上下一心，在疫情期間發揮抗疫的團體精神，致力為顧客提供安心的購物環境及優質服務，備受業界認同。

新鴻基地產代理有限公司租務部（商場市務及客戶關係）總經理馮翊琳表示：「在新型冠狀病毒疫情下，新地全力加強商場的衛生清潔，並實施多項嶄新智能防疫措施，不遺餘力阻止病毒傳播。走在最前線的商場親客大使團隊亦謹守崗位，時刻關顧顧客的需要，任何時候以客為先，以真摯誠懇的態度服務每一位顧客。」