

SHKP malls' Customer Care Ambassador teams take home over 80 awards and recognition

新地商场亲客大使团队勇夺80多个奖项及认证



SHKP malls' Customer Care Ambassador teams stand out in the 2021 Service Talent Award with over 80 awards and recognition. 新地商场亲客大使团队在“2021杰出服务奖”中，勇夺超过80个奖项及认证，表现优异。

SHKP malls' premium customer service has been widely recognized by the industry, with the latest recognition received from the 2021 Service Talent Award, organized by the Hong Kong Retail Management Association. SHKP malls' Customer Care Ambassador teams clinched over 80 awards and other recognition, including gold and bronze in the Retail Excellence Award, and gold, silver and bronze by six Customer Care Ambassadors in the individual awards.

Recognition from the Oscars of retail

For years, the Group has nominated its shopping mall frontline teams to participate in the Service Talent Award, aka the Oscars of retail, to learn from other top talents in the industry. This year, 21 major SHKP malls took part in the competition. The participating Customer Care Ambassadors demonstrated their service excellence and resilience during several rounds of mystery shopper assessments and group interviews, bringing them recognition and exceptional results.

For the company awards, APM, Metroplaza and YOHO MALL won gold, bronze and a certificate of merit, respectively, in the Retail Excellence Award. APM, New Town Plaza and YOHO MALL received the Top 10 My Favourite Outstanding Service Retail Brand by public votes. They were the only shopping malls to attain this honour.

In addition, APM, New Town Plaza I, Tai Po Mega Mall, Uptown Plaza and YOHO MALL took half of the places in the debut Top 10 Outstanding Flagship Service Stores award. Again, they were the only shopping malls on the winners list.

Among the individual awards, Cheng Pui-ki, from Tai Po Mega Mall, and Chow Wai-yu, from K-Point, won gold awards in the Property Management (Junior Frontline Level) and STA New Participating Brands (Junior Frontline Level) respectively. Six SHKP malls' Customer Care Ambassadors also won silver, bronze and outstanding performance in the individual awards. And 14 Customer Care Ambassadors were named Excellent Service Stars for getting full marks in the Mystery Shopper Assessments.

Enhancing customer service through smart technology

Cris Fung, Leasing – Retail Marketing and Customer Relations General Manager, Sun Hung Kai Real Estate Agency Limited, said she was thankful that the Customer Care Ambassador teams keep delivering professional, caring service during the pandemic last year. Cris Fung continued, “In the face of the pandemic challenges, in addition to ensuring that SHKP malls implement comprehensive anti-pandemic measures, our customer service teams have provided professional, attentive service in the new normal. SHKP has also strategically driven smart facility and automation in its malls, including the use of various cutting-edge smart robots, touch-free installations, a 5G Smart Restroom system, and multiple smart property and facility management systems. Integrating the new technology with attentive service further enhances the new standard of service, thus increasing the malls' competitiveness.”

新地商场的顾客服务表现卓越，屡获业界赞赏。最近，在香港零售管理协会举办的“2021杰出服务奖”中，新地商场的亲客大使团队勇夺逾80个奖项及认证，包括团体奖项“杰出服务策划大奖”金奖及铜奖，另有六位亲客大使在个人组别荣获金、银、铜奖，表现突出。

获零售业界奥斯卡嘉许

集团多年来推荐商场前线服务团队参加有零售业界奥斯卡之称的“杰出服务奖”，借此让前线服务团队与业界精英互相学习、切磋。本届共有21个新地重点商场派员参赛，经过多轮神秘顾客评审及小组面试后，参赛的亲客大使团队凭着优良的服务水平及灵活的应变能力，赢得评审嘉许，获取优异成绩。

在团体奖项方面，APM、新都会广场及YOHO MALL分别获得“杰出服务策划大奖”金奖、铜奖及优秀奖。APM、新都会广场及YOHO MALL获公众投票为“十大我最喜爱杰出服务零售品牌”，是唯一获此奖项的商场。此外，APM、新都会广场一期、大埔超级城、新达广场及YOHO MALL更在首届“十大杰出旗舰服务店”奖项中夺得一半席位，同时成为获奖的唯一商场代表。

在个人奖项中，大埔超级城的郑佩琪和锦荟坊的周玮瑜，分别夺得“商场/物业管理组别（基层级别）”及“STA新秀组别（基层级别）”的金奖，另外六位新地商场亲客大使获颁个人组别的银奖、铜奖及卓越表现奖。另外，14名亲客大使在“神秘顾客评审”中取得满分佳绩，获颁发“优质服务之星”。

结合智能科技 提升顾客服务
新鸿基地产代理有限公司租务部（商场市务及客户关系）总经理冯翊琳感谢各亲客大使团队在过去一年的努力工作，无惧疫情，继续为顾客带来专业细心的服务。冯翊琳续指：“在疫情的挑战下，在确保商场继续执行全面的防疫措施外，顾客服务团队能够在新常态下提供专业而贴心的服务。同时，新地策略性地推动商场设施智能化和自动化，包括采用各类尖端的智能机器人、加装免触式装置、打造5G智能洗手间系统及开发多个智能化物业设施管理系统等，以新科技结合人性化服务，提升崭新服务水平及增加商场竞争力。”

2021 Service Talent Award		2021 杰出服务奖	
TEAM AWARDS		团体奖项	
Retail Excellence Award 杰出服务策划大奖	Gold 金奖	APM	
	Bronze 铜奖	Metroplaza 新都会广场	
	Merit 优秀奖	YOHO MALL	
Top 10 My Favourite Outstanding Service Retail Brand 十大我最喜爱杰出服务零售品牌	APM, New Town Plaza, YOHO MALL APM·新都会广场·YOHO MALL		
Top 10 Outstanding Flagship Service Store 十大杰出旗舰服务店	APM, New Town Plaza I, Tai Po Mega Mall, Uptown Plaza, YOHO MALL APM·新都会广场一期·大埔超级城·新达广场· YOHO MALL		
Outstanding Flagship Service Brand 杰出旗舰服务品牌	APM, East Point City, Metroplaza, Metropolis Plaza, MOKO, New Town Plaza I, New Town Plaza III, Park Central, PopWalk, Ocean PopWalk, Tai Po Mega Mall, Tsuen Wan Plaza, Uptown Plaza, V Walk, YOHO MALL, Park Circle APM·东港城·新都会广场·新都广场·MOKO·新都会广场 一期·新都会广场三期·将军澳中心·天晋汇·海天晋汇·大埔 超级城·荃湾广场·新达广场·V Walk·YOHO MALL·Park Circle		
INDIVIDUAL AWARDS*		个人奖项*	
Property Management (Junior Frontline Level) 商场/物业管理组别 (基层级别)	Gold 金奖	Tai Po Mega Mall 大埔超级城	Cheng Pui-ki 郑佩琪
	Silver 银奖	New Town Plaza I 新都会广场一期	Cheung Sze-yiu 张思摇
	Bronze 铜奖	Metropolis Plaza 新都广场	Chan Yuk-mei 陈玉媚
	Outstanding Performance 卓越表现奖	New Town Plaza I 新都会广场一期 Tsuen Wan Plaza 荃湾广场	Mo Yee-hung 毛绮红 Koon Ching-man 官静雯
STA New Participating Brands (Junior Frontline Level) STA新秀组别(基层级别)	Gold 金奖	K-Point 锦荟坊	Chow Wai-yu 周玮瑜
Retail Services (Supervisory Level) 零售服务组别(主管级别)	Silver 银奖	Tsuen Wan Plaza 荃湾广场	Leung Nga-wing 梁雅咏
	Bronze 铜奖	New Town Plaza I 新都会广场一期	Chan Hoi-ting 陈凯婷

* Another 34 Customer Care Ambassadors were recognized as Retail Ambassadors. And 14 Customer Care Ambassadors were named Excellent Service Stars for getting full marks in the Mystery Shopper Assessments
*另有34名亲客大使成为“零售大使”；14名亲客大使于“神秘顾客评审”中取得满分佳绩，获颁发“优质服务之星”