

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

新地商場親客大使團隊勇奪80多個獎項及認證



SHKP malls' Customer Care Ambassador teams stand out in the 2021 Service Talent Award with over 80 awards and recognition. 新地商場親客大使團隊在「2021傑出服務獎」中，勇奪超過80個獎項及認證，表現優異。

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."

新地商場的顧客服務表現卓越，屢獲業界讚賞。最近，在香港零售管理協會舉辦的「2021傑出服務獎」中，新地商場的親客大使團隊勇奪逾80個獎項及認證，包括團體獎項「傑出服務策劃大獎」金獎及銅獎，另有六位親客大使在個人組別榮獲金、銀、銅獎，表現突出。

### 獲零售業界奧斯卡嘉許

集團多年來推薦商場前線服務團隊參加有零售業界奧斯卡之稱的「傑出服務獎」，藉此讓前線服務團隊與業界精英互相學習、切磋。今屆共有21個重點新地商場派員參賽，經過多輪神秘顧客評審及小組面試後，參賽的親客大使團隊憑著優良的服務水平及靈活的應變能力，贏得評審嘉許，獲取優異成績。

在團體獎項方面，APM、新都會廣場及YOHO MALL分別獲得「傑出服務策劃大獎」金獎、銅獎及優秀獎。APM、新城市廣場及YOHO MALL獲公眾投選為「十大我最喜愛傑出服務零售品牌」，是唯一獲此獎項的商場。此外，APM、新城市廣場一期、大埔超級城、新達廣場及YOHO MALL更在首屆「十大傑出旗艦服務店」獎項中奪得一半席位，同時屬於獲獎的唯一商場代表。

在個人獎項中，大埔超級城的鄭佩琪和錦薈坊的周瑋瑜，分別奪得「商場 / 物業管理組別(基層級別)」及「STA新秀組別(基層級別)」的金獎，另外六位新地商場親客大使獲頒個人組別的銀獎、銅獎及優越表現獎。另外，14名親客大使在「神秘顧客評審」中取得滿分佳績，獲頒發「優質服務之星」。

### 結合智能科技 提升顧客服務

新鴻基地產代理有限公司租務部(商場市場及客戶關係)總經理馮翊琳感謝各親客大使團隊在過去一年努力工作，無懼疫情，繼續為顧客帶來專業細心的服務。馮翊琳續指：「在疫情的挑戰下，在確保商場繼續執行全面的防疫措施外，顧客服務團隊並能夠在新常態下提供專業而貼心的服務。同時，新地策略性地推動商場設施智能化和自動化，包括採用各類尖端的智能機械人、加裝免觸式裝置、打造5G智能洗手間系統及開發多個智能化物業設施管理系統等，以新科技結合人性化服務，提升嶄新服務水平及增加商場競爭力。」

2021 Service Talent Award		2021 傑出服務獎	
TEAM AWARDS		團體獎項	
Retail Excellence Award 傑出服務策劃大獎	Gold 金獎	APM	
	Bronze 銅獎	Metroplaza 新都會廣場	
	Merit 優秀獎	YOHO MALL	
Top 10 My Favourite Outstanding Service Retail Brand 十大我最喜愛傑出服務 零售品牌	APM, New Town Plaza, YOHO MALL APM·新城市廣場·YOHO MALL		
	Top 10 Outstanding Flagship Service Store 十大傑出旗艦服務店		
Top 10 Outstanding Flagship Service Store 十大傑出旗艦服務店	APM, New Town Plaza I, Tai Po Mega Mall, Uptown Plaza, YOHO MALL APM·新城市廣場一期·大埔超級城·新達廣場· YOHO MALL		
	Outstanding Flagship Service Brand 傑出旗艦服務品牌	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·東港城·新都會廣場·新都廣場·MOKO·新城市 廣場一期·新城市廣場三期·將軍澳中心·天晉匯·海天晉 匯·大埔超級城·荃灣廣場·新達廣場·V Walk·YOHO MALL·Park Circle	
INDIVIDUAL AWARDS*		個人獎項*	
Property Management (Junior Frontline Level) 商場 / 物業管理組別 (基層級別)	Gold 金獎	Tai Po Mega Mall 大埔超級城	Cheng Pui-ki 鄭佩琪
	Silver 銀獎	New Town Plaza I 新城市廣場一期	Cheung Sze-yiu 張思搖
	Bronze 銅獎	Metropolis Plaza 新都廣場	Chan Yuk-mei 陳玉媚
	Outstanding Performance 優越表現獎	New Town Plaza I 新城市廣場一期 Tsuen Wan Plaza 荃灣廣場	Mo Yee-hung 毛綺紅 Koon Ching-man 官靜雯
STA New Participating Brands (Junior Frontline Level) STA新秀組別(基層級別)	Gold 金獎	K-Point 錦薈坊	Chow Wai-yu 周瑋瑜
Retail Services (Supervisory Level) 零售服務組別(主管級別)	Silver 銀獎	Tsuen Wan Plaza 荃灣廣場	Leung Nga-wing 梁雅詠
	Bronze 銅獎	New Town Plaza I 新城市廣場一期	Chan Hoi-ting 陳凱婷

\* 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名親客大使成為「零售大使」；14名親客大使於「神秘顧客評審」中取得滿分佳績，獲頒發「優質服務之星」