

Ninth SHKP Malls ‘Serving with Heart’ Customer Care Ambassador Election 第九届新地商场“以心服务”亲客大使选举

The Group organizes annual SHKP Malls ‘Serving with Heart’ Customer Care Ambassador Elections to enhance service and recognize staff contributions. The ninth election drew over 90,000 effective votes from customers over two months, showing high awareness of the dedicated service in SHKP malls.

Always serving with heart

There were 116 ambassadors from 20 malls in this election, which had a ‘We’re Committed to Serving You!’ theme emphasizing caring service and treating customers like VIPs. Sun Hung Kai Real Estate Agency Limited Retail Marketing and Customer Relations General Manager Cris Fung said that the annual Customer Care Ambassador Elections are held to give credit to top ambassadors and help them identify strengths and weaknesses for improvement. Another goal is to boost team spirit so staff work together at offering professional, caring service to make customers feel like at home. The candidates this year were exceptional, so the Group will nominate 18 of them for the Hong Kong Retail Management Association’s 2017 Service & Courtesy Award, where they can learn from other retail professionals and broaden their horizons.

Six awards to recognize exceptional service

Stringent assessment criteria were used for deciding the six awards this year (including two new ones) with mystery shopper assessments included for most awards to ensure fairness.

The three Most-like Customer Care Ambassador Awards were again based solely on popular vote. The Best ‘Serving with Heart’ Customer Care Ambassador Awards were determined by mystery shopper assessments alone, producing one top performer from each mall reaching a specified score. There were 12 ambassadors chosen this year with the top one winning the Mystery Shopper Assessment Top Customer Care Ambassador Award, and the winner was from HomeSquare. The new Excellent Service Customer Care Ambassador Awards were to encourage ambassadors who attained the specified mystery shopper assessment scores in the last three years, and these went to six candidates.

As in previous years, there were two mall awards this year. The Best Performing Mall Award based half on the average score from the new customer satisfaction online surveys and half on the average score of the mall ambassadors’ mystery shopper assessments, and the award went to HomeSquare. The Mystery Shopper Assessment Top Mall Service Award was again assessed by mystery shoppers among the customer care centres of participating malls. The award also went to HomeSquare with top grades in four assessments.

Professional, caring team

The HomeSquare team got a total of three grand prizes, topping among mystery shopper assessments and customer satisfaction online surveys. The team was excited by the recognition, with ambassador Cally Li saying: “Team spirit is very important. Close communication, mutual trust and friendly reminders among the team are keys for continuous enhancement. And of course, continuous learning to improve is also a must.”

HomeSquare is a one-stop mall for home furnishings, which makes the ambassadors’ work slightly different. They have to be familiar with all the brands and product features in the mall as they sometimes give decorating advice and recommend the right shops or products in addition to basic service. The customer care centre also provides wrapping kits and can order vans. It goes beyond responding to enquiries during annual Smart Buy Weeks by offering snacks and drinks, and lending portable phone chargers and mini fans for customers queuing overnight. The caring attitude keeps customers smiling from when they walk through the door to when they leave with their new furniture.





Winners of the ninth SHKP Malls 'Serving with Heart' Customer Care Ambassador Election with the Group's management, leasing teams, mall's operations teams and guests at the award presentation ceremony
 第九届新地商场“以心服务”亲客大使选举颁奖礼各得奖者与集团管理层、租务部、商场管理团队及嘉宾合照留念

为提升商场服务品质，并嘉许表现卓越的亲客大使，集团每年举办新地商场“以心服务”亲客大使选举。活动今年进入第九个年度，在为期两个月的投票期内，收到来自顾客超过九万张的有效选票，足以证明新地商场的优质服务备受肯定。

以心服务 永不停步

本届共有20家商场，合共116名亲客大使参赛。选举主题为“挚诚待客之道·新地为您做到”，带出亲客大使凭借真挚体贴的服务，让顾客感受到如贵宾一样的款待。新鸿基地产代理有限公司租务部（商场市务及客户关系）总经理冯翊琳表示，集团每年举办亲客大使选举，借此嘉许表现卓越的亲客大使，协助他们了解自己的表现，改善不足之处，更也提升队员之间的默契，为顾客提供更专业、更贴心的服务，让每位顾客都有在家一样的窝心感觉。由于本届参赛者表现出色，所以集团将推荐一共18名亲客大使参加香港零售管理协会的“2017杰出服务奖”比赛，让他们借此跟全港业界精英互相交流，开阔视野。

六大奖项嘉许卓越表现

今年选举共颁发六大奖项，其中有两个属新增设奖项，全部按严谨准则评审，而大部分奖项均加入神秘顾客专业评审环节，确保结果公平客观。

“顾客至赞亲客大使奖”继续百分百由顾客投票选出，由得到最多有效票数的

前三名亲客大使获得。“最佳‘以心服务’亲客大使奖”再次百分百由神秘顾客评审，每家商场得分最高且达指定水平的亲客大使便可获奖，最终今年共有12家商场的亲客大使获奖；而所有参选亲客大使中得分最高者更可荣获“神秘顾客评审最Top服务亲客大使奖”，得奖者是HomeSquare的亲客大使。另外，今年特别增设“卓越服务亲客大使奖”，表彰过往三年连续在神秘顾客评审超越指定分数的亲客大使，得奖者共六名。

一如往年，今年有两大奖项颁发给商场团队。“最佳表现商场奖”今年加设顾客满意度网上调查，奖项按网上调查平均得分以及商场参选亲客大使神秘顾客评审平均得分，各占一半计出总分；由HomeSquare胜出。“神秘顾客评审最Top服务商场奖”依旧由神秘顾客在参赛商场进行全面服务评估，测试顾客服务中心的整体表现。HomeSquare在四次评核中均表现优秀，以最高总分夺得奖项。

专业细心的团队

HomeSquare团队这次连夺三大奖项，无论是神秘顾客评审或真正顾客的网上调查评分均名列前茅。亲客大使团队对于得到肯定，感到荣幸又兴奋。亲客大使李美琼表示：“团队精神十分重要，同事之间紧密沟通，互相信任，甚至互相提点，才可持续提升服务品质。当然，不断提升知识及增强实力都是不可缺少的。”



The HomeSquare team clinched the Best Performing Mall Award and Mystery Shopper Assessment Top Mall Service Award with ambassador Cally Li taking the Mystery Shopper Assessment Top Customer Care Ambassador Award
 HomeSquare团队表现突出，连夺“最佳表现商场奖”及“神秘顾客评审最Top服务商场奖”，亲客大使李美琼则凭借最高得分，荣获“神秘顾客评审最Top服务亲客大使奖”

作为一站式家居主题商场，HomeSquare的亲客大使不但要提供基本客户服务，更要精通场内各个家居品牌的特色及功能以担当家居顾问的角色，向顾客推介合适的商品及商户。顾客服务中心也特别提供各款包装家具的工具以及代客召唤货车服务。在一年一度的“香港家居折”活动中，亲客大使团队除了解答顾客各式的疑问外，更会为通宵排队的顾客送上小食及饮品，借用手提电话外置充电器及便携式风扇等，让顾客由步进商场开始，直至满载而归都称心满意。