



Winners of the 11th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election with the Group's management, leasing teams, mall operation teams and guests at the awards presentation ceremony  
第11屆新地商場“以心服務”親客大使評選各得獎者與集團管理層、租務部團隊、商場管理團隊及嘉賓合照留念

## Heartfelt, caring service from SHKP mall customer care ambassadors

### 新地商場親客大使服務摯誠、体贴窩心

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Since 2008, the SHKP Malls 'Serving with Heart' Customer Care Ambassador Election has been held annually to enhance mall service and recognize all outstanding customer care ambassadors' efforts. Putting the 'Serving with Heart' spirit into practice while continually making improvements, the customer care ambassadors have won widespread praise for years from mall visitors.

#### The 11th Customer Care Ambassador Election concludes successfully

The theme for this year is: 'We wholeheartedly commit to serving you!', featuring the customer care ambassadors' sincere attitudes and caring service that make customers feel at home.

A total of 99 customer care ambassadors from 20 malls participated in the election this year and the public response was enthusiastic. Over 90,000 valid votes had been received during the two-month voting period, while crowds of netizens were reached through the SHKP Malls 'Serving with Heart' CCA Election Facebook page. Eight awards were presented this year with most comprising mystery shopper assessments as the criteria to ensure fairness and objectivity.

Among the individual awards, the Best 'Serving with Heart' Customer Care Ambassador Award went to 19 winners in total. HomeSquare's winning customer care ambassador also took home the Mystery Shopper Assessment Top Customer Care Ambassador Award due to his record-breaking score. The Excellent Service Customer Care Ambassador Awards recognize customer care ambassadors who have demonstrated consistent excellence over the past three years, with eight recipients winning the award this year. The Top New Customer Care Ambassador Award was given to new customer care ambassadors. As a way to encourage more ambassadors, the number of awardees was

increased to three. The Most-like Customer Care Ambassador Awards were once again based solely on public voting.

For team awards, the Mystery Shopper Assessment Top Mall Service Award was based on mystery shopper assessments of the overall performance of the customer care centre at the participating malls. Tai Po Mega Mall which outperformed in several rounds of assessment, achieving perfect scores in certain categories, ultimately took the prize. The Best Performing Mall Award went to Uptown Plaza. The brand new Mystery Shopper Assessment Best Improvement Mall Award was won by Landmark North.

为提升商场服务质量，并嘉许表现卓越的亲客大使，集团自2008年起每年举办新地商场“以心服务”亲客大使评选。亲客大使秉持“以心服务”的精神，加上与时俱进的服务，多年来深受客户赞赏。

#### 第11届亲客大使评选圆满结束

此届选拔以“挚诚服务 倍添窝心”为主题，突显亲客大使以真挚诚恳的态度，为每位顾客提供体贴服务，令顾客有宾至如归的感觉。

此届评选共有20家商场，合计99位亲客大使参加。公众踊跃参与，在两个

月的投票期内，收到超过90,000张有效选票，并通过“新地商场亲客大使选举”Facebook专页触及广大网民。此届评选共颁发八大奖项，大部分奖项均设有神秘顾客评审环节，确保结果公平客观。

个人奖项方面，“最佳‘以心服务’亲客大使奖”共有19位亲客大使获奖。其中，HomeSquare的获奖亲客大使更打破历届评选的分数记录，以最高得分同时荣获“神秘顾客评审最Top服务亲客大使奖”。“卓越服务亲客大使奖”旨在赞扬最近三届持续表现卓越的亲客大使，得奖者共八位。为嘉许工作优秀的

新入职亲客大使，“最Top服务亲客大使新人奖”名额特增至三位。“顾客至赞亲客大使奖”继续百分百由公众投票选出。

在团队奖项方面，“神秘顾客评审最Top服务商场奖”由神秘顾客到参赛商场，全面评估顾客服务中心的素质。大埔超级城在多次评估中成绩突出，部分评审范畴更获满分，成功夺得大奖。“最佳表现商场奖”由新达广场胜出，而新增设的“神秘顾客评审最佳进步商场奖”则由上水广场夺得。

## Tai Po Mega Mall: 3C creates team spirit 大埔超级城：团队精神有赖3C



Tai Po Mega Mall received the Mystery Shopper Assessment Top Mall Service Award for the first time. Their strong performance was backed by the 3C spirits: Co-operation, Communication and Caring. For co-operation, customer care ambassadors share administrative work in addition to customer service duties to ensure that the customer care centre runs smoothly. To enhance communication, the supervisor spends some time each day at the customer care centre, demonstrating proper service attitudes while giving reminders and encouragement. As a token of appreciation from Tai Po Mega Mall, there are regular tea gatherings at which experience sharing is also encouraged. Birthday celebrations make up another team practice to provide blessings and encouragement to each other.

All of these bits and pieces help to foster a greater team spirit, creating a strong team that can handle ad-hoc issues professionally. Earlier this year, an elderly woman fell down the mall's stairs and was injured. Two customer care ambassadors rushed on the scene to help. One of them comforted the woman and checked her status, followed

by applying some disinfectant and a bandage. At the same time, the other staff called an ambulance as well as contacting the woman's family. With the assistance of the security staff, he led the ambulance personnel to swiftly take the injured woman to the hospital. The unruffled reaction of the customer care ambassadors was caught on camera by a passerby, who uploaded the photos to a social networking group, attracting likes and encouraging comments as well as sharing on the media.

大埔超级城首次夺得“神秘顾客评审最Top服务商场奖”，优秀表现的背后，是3C精神：合作(Co-operation)、沟通(Communication)及关爱(Caring)。在合作方面，亲客大使除了应对顾客服务工作外，亦要分担文书工作，顾客服务中心才可畅顺运作。在沟通方面，主管会每日抽时间到顾客服务中心，以身作则向同事展现应有的服务态度，并做出提点及鼓励。在定期举办的茶叙中，除了慰劳团队外，亦会鼓励同事分享经验。团队更会为同事庆祝生日，彼此祝福鼓励，互相关心。

正是因为这些日常点滴，团队间的默契得以建立壮大，同事才可从容处理突发事情，提供最专业的服务。年初时候，有位婆婆在商场楼梯跌倒受伤，两名亲客大使马上赶到协助。一位负责安慰婆婆，替她检查伤势，进行简单的伤口消毒及包扎。另一人则呼叫救护车，代婆婆联络家人，安排保安协助，带领救护员迅速到场，将受伤婆婆送往医院治疗。两名同事临危不乱的表现，被路人拍下，上传至社交网络群组，获网民赞赏及留言鼓励，更吸引了媒体转载报导。

