



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」親客大使選舉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、體貼窩心

20

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.

為提升商場服務質素，並嘉許表現卓越的親客大使，集團自2008年起每年舉辦新地商場「以心服務」親客大使選舉。親客大使秉持「以心服務」的精神，加上與時並進的服務，多年來深受客戶讚賞。

第11屆親客大使選舉圓滿結束

今屆選舉以「摯誠服務 倍添窩心」為主題，突顯親客大使以真摯誠懇的態度，為每位顧客提供體貼窩心服務，令顧客有賓至如歸的感覺。

今屆選舉共有20家商場，合共99位親客大使參加。公眾踴躍參與，在兩個月

投票期內，收到超過90,000張有效選票，並透過「新地商場親客大使選舉」Facebook專頁接觸了廣大網民。今屆選舉共頒發八大獎項，大部分獎項均設有神秘顧客評審環節，確保結果公平客觀。

個人獎項方面，「最佳『以心服務』親客大使獎」共有19位親客大使獲獎。當中，HomeSquare的得獎親客大使更打破歷屆選舉的分數記錄，以最高得分同時獲頒「神秘顧客評審最Top服務親客大使獎」。「卓越服務親客大使獎」旨在讚揚在最近三屆持續表現卓越的親客大使，得獎者共八位。為嘉許工作優秀

的新入職親客大使，「最Top服務親客大使新人獎」名額特別增至三位。「顧客至讚親客大使獎」繼續百分百由公眾投票選出。

在團隊獎項方面，「神秘顧客評審最Top服務商場獎」由神秘顧客到參賽商場，全面評估顧客服務中心的質素。大埔超級城在多次評估中成績突出，部分評審範疇更獲滿分，成功奪得大獎。「最佳表現商場獎」由新達廣場勝出，而新增設的「神秘顧客評審最佳進步商場獎」則由上水廣場奪得。

Tai Po Mega Mall: 3C creates team spirit 大埔超級城：團隊精神有賴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.

大埔超級城首次奪得「神秘顧客評審最Top服務商場獎」，優秀表現的背後，是3C精神：合作(Co-operation)、溝通(Communication)及關愛(Caring)。在合作方面，親客大使除了應付顧客服務工作外，亦要分擔文書工作，顧客服務中心才可暢順運作。在溝通方面，主管會每日抽時間到顧客服務中心，以身作則向同事展現應有的服務態度，並作出提點及鼓勵。在定期舉辦的茶敘中，除了慰勞團隊外，亦會鼓勵同事分享經驗。團隊更會為同事慶祝生日，彼此祝福鼓勵，互相關心。

全憑這些日常點滴，團隊間的默契得以建立壯大，同事才可從容處理突發事情，提供最專業的服務。年初時候，有婆婆在商場梯級跌倒受傷，兩名親客大使馬上趕到協助。一位負責安慰婆婆，替她檢查傷勢，進行簡單的傷口消毒及包紮。另一人則召喚救護車，代婆婆聯絡家人，安排保安協助，帶領救護員迅速到場，將受傷婆婆送往醫院治理。兩名同事臨危不亂的表現，被途人拍下，上載至社交網絡群組，獲網民讚賞及留言鼓勵，更吸引了媒體轉載報導。

