

# SHKP Malls ‘Serving with Heart’ Customer Care Ambassador Election celebrates its 10th anniversary 新地商场“以心服务”亲客大使选举迈进第10年

The Group has set up customer care centres in its major malls staffed with customer care ambassadors for caring service since 1997 to put the Serving with Heart spirit into practice, offering shoppers an all-round shopping and leisure enjoyment. SHKP Malls ‘Serving with Heart’ Customer Care Ambassador Elections are held annually to continuously enhance overall performance. Celebrating its 10th anniversary, the elections demonstrate the Group’s pursuit of excellence and commitment to quality.

The Customer Care Ambassador Elections assess different attributes with recognition given to top performers, as well as performance evaluations and areas for improvement for all participants. The elections also help ambassadors build stronger teams and deliver more professional, caring service.

### Make you feel like home

The theme this year is ‘Make You Feel Like Home’. Over 100 full-time and part-time customer care ambassadors from 20 malls take part. Most-like Customer Care Ambassador Awards will again be based 100% on customer votes, while other awards will include mystery shopper assessments and customer satisfaction surveys to ensure fairness.

**Sun Hung Kai Real Estate Agency Limited Retail Marketing and Customer Relations General Manager Cris Fung** said: “The Group aims to build alternate ‘homes’ at its malls with advanced facilities and comprehensive value-added service. Our customer care ambassadors are always ready to go the extra mile and make customers feel at home while shopping. We hope customers will continue participating in the elections, which are now in the tenth year, and help our customer care ambassadors grow.”

### Customer service moving with the times

Comprehensive value-added service is provided at the Group’s shopping mall customer care centres, with popular ones including free mobile phone charging, free WiFi, lockers, baby stroller loan, baby bottle warming and taxi hailing. Last year, it started letting customers return borrowed

umbrellas, scarves or reusable bags at any of 20 SHKP malls for added convenience. Some malls even have special services to suit local lifestyles like lending bicycle repair tools at New Town Plaza and pet strollers at Mikiki and YOHO MALL.

There is all-round professional training for customer care ambassadors to ensure continuous service enhancement, including customer service professional courses, role playing, make-up and image-building courses and overseas study trips. Top performers can be promoted to supervisory roles or switched to back-end duties in property management to pursue further careers.



Customers can return borrowed umbrellas, scarves or reusable bags at any of 20 SHKP mall customer care centres  
新地商场顾客服务中心设有“处处还服务”，让顾客可以于香港20家新地商场的任何一家归还借用的雨伞、披肩及环保袋

集团商场一直贯彻“以心服务”的宗旨，已于1997年已在重点商场设立顾客服务中心，并率先创立亲客大使为顾客提供贴心服务，让顾客感受全方位购物休闲的乐趣。为持续提升整体表现，集团每年举办新地商场“以心服务”亲客大使选举，至今已迈入第10个年头，可见集团对优质服务的追求和坚持。

亲客大使选举从不同范畴考核亲客大使的服务，嘉许表现杰出者，亦让参赛者更了解自己的表现，改善不足之处，提升团队间的默契，以便提供更专业贴心的服务。

### 挚诚服务 家·倍亲切

今年选举以“挚诚服务 家·倍亲切”为主题，共有20家商场参与，逾100名全职及兼职亲客大使角逐多个奖项。其中“顾客至赞亲客大使奖”继续百分百由顾客投票选出，其他奖项则设有神秘顾客专业评审及顾客满意度调查等环节，以确保结果公平客观。

新鸿基地产代理有限公司租务部总经理（商场市务及客户关系）冯翊琳表示：“集团商场致力为顾客打造另一个‘家’，不但配备与时俱进的设施及提供多元化的增值服务，亲客大使更时刻留意顾客需要，主动多走一步，以无微不至的服务感动每位顾客，让他们感受到家的温暖，体验愉悦的购物旅程。今年选举迈入第10届，期盼可以继续得到顾客的支持，让亲客大使的服务热诚一直传承下去。”

### 与时俱进的顾客服务

集团商场的顾客服务中心提供多元化增值服务，包括免费手提电话充电、免费WiFi、储物柜、婴儿车借用、奶瓶加热及电召的士等热门服务。自去年起更推行“处处还服务”，顾客于集团商场借用雨伞、披肩及环保袋，可于香港20家新地商场的任何一家归还，以方便顾客。部分商场更因应区内顾客的生活习惯，设有特别服务，如新城市广场提供单车维修工具借用，Mikiki与YOHO MALL则提供宠物车借用。

为持续提升服务品质，集团特别为亲客大使提供全面的专业培训，包括顾客服务专业课程、角色扮演实习、化妆及个人形象指导以至外地考察团。表现优异的亲客大使可获晋升至主管级别，或调往物业管理部担当后勤工作，扩展事业发展。

## 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election 第10届新地商场“以心服务”亲客大使选举

### Election closes 截止投票日期

14 January 2018 (Sunday)  
2018年1月14日(星期日)

### Vote online 网上投票

[www.shkp.com/CCAelection.htm](http://www.shkp.com/CCAelection.htm)

### Vote in person 亲身投票

Please visit the customer care centres at these participating malls:  
请亲临以下参赛商场的顾客服务中心：

APM	
Chelsea Heights	卓尔广场
East Point City	东港城
HomeSquare	
Landmark North	上水广场
Metroplaza	新都会广场
Metropolis Plaza	新都广场
Mikiki	
MOKO	MOKO新世纪广场
New Town Plaza I	新城市广场一期
New Town Plaza III	新城市广场三期
Park Central	将军澳中心
Tai Po Mega Mall	大埔超级城
The Sun Arcade	新太阳广场
Tsuen Wan Plaza	荃湾广场
Uptown Plaza	新达广场
V City	
WTC	WTC世贸中心
YOHO MALL	
Yuen Long Plaza	元朗广场



Customer care ambassadors receive credits by offering professional, caring service with cheerful smiles  
亲客大使展现亲切开朗的笑容，提供专业贴心的服务，表现备受顾客认同

[www.facebook.com/CCAelection/](https://www.facebook.com/CCAelection/)