



Winners of the 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election together with the Group's management team, leasing teams, mall operation teams and guests at the awards presentation ceremony
第10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、商場管理團隊及嘉賓合照留念

The 10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election concludes with success

第10屆新地商場“以心服務”親客大使選舉圓滿結束

Since 2008, the SHKP Malls 'Serving with Heart' Customer Care Ambassador Election has been held annually to enhance service and recognize staff contributions. The election recently celebrated its 10th successful year, thanks to long-standing support from customers and their recognition of premium services at SHKP malls.

Make you feel like home

The election theme for the year is 'Make You Feel Like Home', highlighting customer care ambassadors' professional and caring service. As always, the customer care ambassadors pay careful attention to what customers need and go the extra mile to satisfy them. The caring service makes customers feel like they are at home while shopping, and lets them truly enjoy the entire experience.

There were 104 customer care ambassadors from 20 malls participated in the latest election. The response was indeed encouraging with over 90,000 valid votes received during the two-month voting period. Additionally, over 156,000 impressions were reached on the SHKP Malls 'Serving with Heart' CCA Election Facebook page to let more people learn about the Customer Care Ambassador Election.

Seven awards for performance recognition

Seven awards were presented this year with mystery shopper assessments included for most awards to ensure fairness.

The Most-like Customer Care Ambassador Awards were based solely on public voting with the top three garnering the highest number of valid votes becoming the winners. The Best 'Serving with Heart' Customer Care Ambassador Awards were determined by mystery shopper assessments alone. Only the top performer from each mall reaching a specified score could win with 18 customer care ambassadors receiving the award this year. Among them, the best performer took home the Mystery Shopper Assessment Top Customer Care Ambassador Award. The winner for this year came from New Town Plaza III who also attained a record-winning score in the mystery shopper assessment.

The Excellent Service Customer Care Ambassador Awards were initiated to recognize those customer care ambassadors who consistently demonstrated strong performance in their work. Awards went to seven candidates who managed to meet the specified minimum mystery shopper assessment score over the past three elections. The Top New Customer Care Ambassador Award was introduced this year to encourage newcomers to make continuous progress and fit in with the team. The award ultimately went to the one earning the highest score in the mystery shopper assessment.

The Best Performing Mall Award, won again by HomeSquare, was assessed based 50% on mystery shopper assessments and

50% on customer assessments via an online satisfaction survey. The Mystery Shopper Assessment Top Mall Service Award was assessed by mystery shoppers on the overall performance of the customer care centre at participating malls. The HomeSquare team, which received the highest score throughout the assessments, took both team titles for the second year.

HomeSquare: Team chemistry creates a happy working environment

HomeSquare won two grand prizes again this year, reflecting the fact that both mystery shoppers and real customers were entirely satisfied with their service. An achievement like this is the result of building strong esprit de corps. The team strongly believes that a happy working environment helps create a happy atmosphere for customers. That is why staff are encouraged to speak up at regular gatherings to strengthen their sense of belonging. Staff appreciation and recognitions are also given out to raise job satisfaction. A happy working environment generates positive team chemistry. When paired with professional and caring service, it offers an exceptional shopping experience for customers.

Team spirit is of the utmost importance in special situations. Team chemistry played a vital role in a recent case in which a pregnant lady was about to give birth outside the restroom. A customer care ambassador helped to calm the couple while the others brought the lady a blanket. Knowing that the husband wanted to drive his wife to hospital, the team immediately escorted the lady to the carpark in a wheelchair. At the same time, the carpark staff made special arrangements to divert nearby traffic. Ultimately, the couple managed to arrive at the hospital without delay for a safe delivery of the baby.

The only Home Ambassadors service in town

As the first one-stop shopping mall for home furnishings in Hong Kong, HomeSquare has continually enhanced its services to stay connected with customers' changing needs over the past 10 years. Apart from general customer service skills, each and every team member is an expert on all tenant brands,

product categories, offers, features and much more. HomeSquare introduced the Home Ambassadors service in 2017, which helps customers plan their shopping route, accompanies customers to try specific home furnishings, and helps customers analyze their shopping needs. Currently, this service is the only one of its kind in town, offering a warm yet practical shopping experience for customers.

为提升商场服务品质，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”亲客大使选举。活动至今迈入第10个年头，深受公众支持，足证新地商场的优质服务备受肯定。

挚诚服务 家•倍亲切

今年选举以“挚诚服务 家•倍亲切”为主题，带出亲客大使以专业细心的态度，时刻留意顾客需要，主动行多一步，以无微不至的服务感动每位顾客，为顾客打造另一个“家”，让他们体验快乐的购物旅程。

今年选举共有20家商场，合共104位亲客大使参赛。公众踊跃参与，在为期两个月的投票期内，大会一共收到超过90,000张有效选票，另通过“新地商场亲客大使选举”Facebook专页接触超过156,000人次的用户，令广大市民对亲客大使选举有更多认识。

七大奖项嘉许卓越表现

今年选举共颁发七大奖项，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”百分百由公众投票选出，由得到最多有效票数的三名亲客大使获得。“最佳‘以心服务’亲客大使奖”百分百由神秘顾客评审，每家商场得分最高且达大会指定水平的亲客大使才可获奖；今年共有18家商场的亲客大使得奖。在众得奖者中，得分最高者更获颁“神秘顾客评审最Top服务亲客大使奖”；今年得奖者为新城市广场三期的亲客大使，其得分更打破历届选举的神秘顾客评审分数记录。

“卓越服务亲客大使奖”旨在赞扬持续有卓越表现的亲客大使。在最近三届选举中，神秘顾客评审得分达大会指定水平的

亲客大使即可获奖，得奖者共七名。为鼓励新入职的亲客大使不断进步，融入团队工作，大会今年特别增设“最Top服务亲客大使新人奖”，嘉许在神秘顾客评审得分最高的新入职亲客大使。

“最佳表现商场奖”以神秘顾客评审分数，以及顾客在网上意见调查对商场服务评审分数，各占一半计出总分；今年继续由HomeSquare胜出。“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表现。HomeSquare在多次评审中均表现优秀，以最高总分夺得奖项，蝉联成为双料得奖商场。

HomeSquare：团队默契成就愉快工作环境

HomeSquare团队今年继续取得两大商场奖项，即是说无论是神秘顾客抑或真正顾客均对商场的服务感到称心满意。这个成绩实在有赖团队间的合作精神；团队深信，要把快乐气氛带给顾客，队友也必须以愉快的心情工作。团队鼓励同事表达意见，定期举办茶聚，凝聚归属感。公司亦不时给予嘉许和肯定，让同事提升工作满足感。在愉快的工作环境下，团队可以好好发挥默契，再配合专业细心的服务，为顾客带来与别不同的购物体验。

当遇上难题时，团队间的默契就往往发挥关键性作用。此前，有孕妇在商场洗手间外临盆在即。团队立即分工，有人先行安抚孕妇及其丈夫的情绪，并送上毛毯为孕妇盖上。在得悉孕妇丈夫欲自行驾车送太太到医院分娩后，团队马上安排轮椅护送她到停车场。停车场同事则协助开路、指挥周边交通状况及疏导车辆，让顾客可以迅速前往医院，顺利生产。

全港独有的“家居服务大使”服务

作为香港一站式家居主题商场的始祖，HomeSquare在这10年间，不断提升服务，满足顾客不断转变的需要。除了一般客户服务技巧之外，团队各人亦精通所有商铺品牌、产品种类、优惠及其特色等知识。HomeSquare更于2017年推出全港独一无二的“家居服务大使”服务，协助顾客规划购物路线、陪同顾客体验家品及协助顾客分析选购所需，为顾客提供既贴心又贴心的购物新体验。