



Ninth SHKP Malls 'Serving with Heart' Customer Care Ambassador Election

第九屆新地商場「以心服務」親客大使選舉

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
 第九屆新地商場「以心服務」親客大使選舉頒獎禮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

為提升商場服務質素，並嘉許表現卓越的親客大使，集團每年舉辦新地商場「以心服務」親客大使選舉。活動今年進入第九個年度，在為期兩個月的投票期內，收到來自顧客超過九萬張的有效選票，足證新地商場的優質服務備受肯定。

以心服務 永不停步

今屆共有20家商場，合共116名親客大使參賽。選舉主題為「摯誠待客之道·新地為您做到」，帶出親客大使憑著真摯體貼的服務，讓顧客感受到如貴賓一樣的款待。新鴻基地產代理有限公司租務部（商場市務及客戶關係）總經理馮翊琳表示，集團每年舉辦親客大使選舉，藉此嘉許表現卓越的親客大使，協助他們了解自己的表現，改善不足之處，亦提升隊員之間的默契，為顧客提供更專業、更貼心的服務，讓每位顧客都有在家一樣的窩心感覺。由於今屆參賽者表現出色，所以集團將推薦一共18名親客大使參加香港零售管理協會的「2017傑出服務獎」比賽，讓他們藉此跟全港業界精英互相交流，擴闊視野。

六大獎項 嘉許卓越表現

今年選舉共頒發六大獎項，當中有兩個屬新增設獎項，全部按嚴謹準則評審，而大部分獎項均加入神秘顧客專業評審環節，確保結果公平客觀。

「顧客至讚親客大使獎」繼續百分百由顧客投票選出，由得到最多有效票數的

前三名親客大使獲得。「最佳『以心服務』親客大使獎」再次百分百由神秘顧客評審，每家商場得分最高且達指定水平的親客大使便可獲獎，最終今年共有12家商場的親客大使獲獎；而所有參選親客大使中得分最高者更可榮獲「神秘顧客評審最Top服務親客大使獎」，得獎者為HomeSquare的親客大使。另外，今年特別增設「卓越服務親客大使獎」，表揚過往三年連續在神秘顧客評審超越指定分數的親客大使，得獎者共六名。

一如往年，今年有兩大獎項頒發給商場團隊。「最佳表現商場獎」今年加設顧客滿意度網上調查，獎項按網上調查平均得分以及商場參選親客大使神秘顧客評審平均得分，各佔一半計出總分；由HomeSquare勝出。「神秘顧客評審最Top服務商場獎」依舊由神秘顧客在參賽商場進行全面服務評估，測試顧客服務中心的整體表現。HomeSquare在四次評核中均表現優秀，以最高總分奪得獎項。

專業細心的團隊

HomeSquare團隊今次連奪三大獎項，無論是神秘顧客評審或真正顧客的網上調查評分均名列前茅。親客大使團隊對於得到肯定，感到榮幸又興奮。親客大使李美琼表示：「團隊精神十分重要，同事之間緊密溝通，互相信任，甚至互相提點，才可持續提升服務質素。當然，不斷提升知識及增強實力都是不可缺少的。」



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團隊表現突出，連奪「最佳表現商場獎」及「神秘顧客評審最Top服務商場獎」，親客大使李美琼則憑著最高得分，榮獲「神秘顧客評審最Top服務親客大使獎」

作為一站式家居主題商場，HomeSquare的親客大使不但要提供基本客戶服務，更要精通場內各個家居品牌的特色及功能以擔當家居顧問的角色，向顧客推介合適的商品及商戶。顧客服務中心亦特別提供各款包裝家具的工具以及代客召喚客貨車服務。在一年一度的「香港家居折」活動中，親客大使團隊除了解答顧客各式的疑問外，更會為通宵排隊的顧客送上小食及飲品，借用手提電話外置充電器及便攜式風扇等，讓顧客由步進商場開始，直至滿載而歸都稱心滿意。