



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.

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。活動至今踏入第10個年頭，深受公眾支持，足證新地商場的優質服務備受肯定。

摯誠服務 家•倍親切

今年選舉以「摯誠服務 家•倍親切」為主題，帶出親客大使以專業細心的態度，時刻留意顧客需要，主動行多一步，以無微不至的服務感動每位顧客，為顧客打造另一個「家」，讓他們體驗快樂的購物旅程。

今年選舉共有20家商場，合共104位親客大使參賽。公眾踴躍參與，在為期兩個月的投票期內，大會一共收到超過90,000張有效選票，另透過「新地商場親客大使選舉」Facebook專頁接觸超過156,000人次的用戶，令廣大市民對親客大使選舉有更多認識。

七大獎項嘉許卓越表現

今年選舉共頒發七大獎項，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」百分百由公眾投票選出，由得到最多有效票數的三名親客大使獲得。「最佳『以心服務』親客大使獎」百分百由神秘顧客評審，每家商場得分最高且達大會指定水平的親客大使才可獲獎；今年共有18家商場的親客大使得獎。在眾得獎者中，得分最高者更獲頒「神秘顧客評審最Top服務親客大使獎」；今年得獎者為新城市廣場三期的親客大使，其得分更打破歷屆選舉的神秘顧客評審分數記錄。

「卓越服務親客大使獎」旨在讚揚持續有卓越表現的親客大使。在最近三屆選舉中，神秘顧客評審得分達大會指定

水平的親客大使即可獲獎，得獎者共七名。為鼓勵新入職的親客大使不斷進步，融入團隊工作，大會今年特別增設「最Top服務親客大使新人獎」，嘉許在神秘顧客評審得分最高的新入職親客大使。

「最佳表現商場獎」以神秘顧客評審分數，以及顧客在網上意見調查對商場服務評審分數，各佔一半計出總分；今年繼續由HomeSquare勝出。「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表現。HomeSquare在多次評審中均表現優秀，以最高總分奪得獎項，蟬聯成為雙料得獎商場。

HomeSquare: 團隊默契成就愉快工作環境

HomeSquare團隊今年繼續取得兩大商場獎項，即是說無論是神秘顧客抑或真正顧客均對商場的服務感到稱心滿意。這個成績實在有賴團隊間的合作精神；團隊深信，要把快樂氣氛帶給顧客，隊友也必須以愉快的心情工作。團隊鼓勵同事表達意見，定期舉辦茶聚，凝聚歸屬感。公司亦不時給予嘉許和肯定，讓同事提升工作滿足感。在愉快的工作環境下，團隊可以好好發揮默契，再配合專業細心的服務，為顧客帶來與別不同的購物體驗。

當遇上難題時，團隊間的默契就往往發揮關鍵性作用。早前，有孕婦在商場洗手間外臨盆在即。團隊立即分工，有人先行安撫孕婦及其丈夫的情緒，並送上毛毯為孕婦蓋上。在得悉孕婦丈夫欲自行駕車送太太到醫院分娩後，團隊馬上安排輪椅護送她到停車場。停車場同事則協助開路、指揮周邊交通狀況及疏導車輛，讓顧客可以迅速前往醫院，順利生產。

全港獨有的「家居服務大使」服務

作為本港一站式家居主題商場的始祖，HomeSquare在這10年間，不斷提升服務，滿足顧客不斷轉變的需要。除了一般客戶服務技巧之外，團隊各人亦精通所有商舖品牌、產品種類、優惠及其特色等知識。HomeSquare更於2017年推出全港獨一無二的「家居服務大使」服務，協助顧客規劃購物路線、陪同顧客體驗家品及協助顧客分析選購所需，為顧客提供既貼身又貼心的購物新體驗。