

HKRMA "SME Retail Service Excellence" Award

香港零售管理協會「零售中小企 優質服務獎」

Applauding Success · Driving for Excellence 表揚卓越 · 成就服務之都



Small and medium enterprises (SME) are an important pillar of Hong Kong's economy. However, they are always short of resources to raise their competitiveness in the market. In view of this, the Association has been implementing a series of SME support initiatives with funding from the SME Development Fund of the Trade and Industry Department of the HKSAR Government since 2010.

The third phase of the SME Support Programme was launched in June 2012 which covered an extensive range of activities. Apart from seminars, workshops, company visits, mystery shoppers programme and the launch of the iPhone App "Shoping Guide", a "SME Retail Service Excellence" Award was also set up for the first time. The Award was established to recognise the outstanding customer service delivered by SME retailers and encourage them to achieve service excellence hence uplifting the overall customer service standard of the retail industry of Hong Kong.

The award presentation ceremony cum sharing session was held on 9 April, 2013 with over 140 fellow SME retailers attended. The representatives of the 14 winning companies received their trophy or certificate from Mr. Henry Yip, Vice Chairman of the Association. At the sharing session, Ms. Jacqueline Chong, Chief Marketing Officer of Green Tomato and Ms. Mary Suen, Director of Training and People Development of Sa Sa International Holdings Limited, shared their experience in retail marketing and quality customer service, followed by the sharing of winning tips by the recipients of the Gold, Silver and Bronze awards and the "Most Liked" award.

中小企於香港經濟發展擔當重要位置，但往往由於缺乏資源，影響他們的市場競爭力。有見及此，香港零售管理協會自2010年開始，向香港特區政府工業貿易處申請「中小企業發展支援基金」，並連續三年成功獲得撥款，推出一系列針對中小企零售商的支援計劃。

協會去年六月推出的第三期中小企支援計劃，涵蓋範圍更深更廣。除了舉辦零售研討會、工作坊、考察團、神秘顧客服務計劃和推出iPhone手機應用程式 (App)「購物Guide」推廣平台外，更首度設立「零售中小企 優質服務獎」，表揚服務傑出的中小企零售商，以鼓勵他們不斷追求卓越的服務，務求提升香港整體的顧客服務水平。經過神秘顧客評審，13間中小企脫穎而出，獲頒發優質服務獎項；而在iPhone App「購物Guide」手機及網上投票獲最高票數的一間中小企則獲頒「全城至Like商戶獎」。

「零售中小企 優質服務獎」的頒獎禮暨分享會於2013年4月9日舉行，由協會副主席葉焯德先生向14間得獎公司的代表頒發各個獎座和獎狀。協會也邀請了兩位嘉賓講者：Green Tomato市場總監莊芷坤小姐，以及莎莎國際控股有限公司培訓及人才發展總監孫美妮小姐向當日出席超過140位中小企零售商分享她們對零售市場推廣及優質服務的經驗。獲得「優質服務獎」金、銀、銅獎及「全城至Like商戶獎」的公司亦分享了他們的得獎心得。

The Sharing Session 嘉賓講者分享



Ms. Jacqueline Chong
Chief Marketing Officer of Green Tomato
Green Tomato 市場總監莊芷坤小姐

莊芷坤小姐以「不用接觸的零售接觸點推廣」為題，分享如何利用網絡媒體推廣公司業務。她指出利用網站或手機應用程式這些工具作宣傳推廣時，必須為用家帶來「Wow Factor」（驚喜），務求令他們在首次登上網站或使用程式時有眼前一亮的感覺，即時搏取他們的注意。網站或手機程式也必須有獨特的用途，才會令用家持續瀏覽和使用。此外，她提醒公司要在網站或手機程式的內容更新和管理維護方面下功夫，才能留住用家。莊芷坤明白中小企受制於有限的預算，因此她鼓勵中小企零售商可嘗試利用現存的媒體平台作宣傳。

Ms. Chong shared how to tap into online marketing to promote and expand businesses. She pointed out that it was essential to bring the users a "wow" factor when the user first browsed a website or opened a mobile application (App) in order to attract their immediate attention. It was also important to make the website or App useful so that users would have the urge to bookmark the website or keep the App on their phones. She reminded retailers to pay effort on content update and website/App maintenance in order to retain users. Knowing SME always run on a limited promotion budget, she suggested retailers could ride on existing online marketing platform for their own promotion.



Ms. Mary Suen
Director of Training and People Development of
Sa Sa International Holdings Limited
莎莎國際控股有限公司培訓及人才發展總監孫美妮小姐

孫美妮小姐以「優質顧客服務」為題，分享莎莎「一切從心開始」的顧客服務理念。在接待顧客方面，最重要是前線員工以關心的角度出發，把客人當為朋友，向他們推介合適的產品。店舖主管也會主動向沒有購物的顧客，查詢他們對產品和服務的意見。為方便顧客購物，莎莎會因應店舖的所在地區而調整店舖的運作，例如在遊客區的店舖，顧客通常都手執購物清單，而且買得匆忙，於是他們會安排員工一個負責取貨，一個負責包裝，以縮短顧客的購物時間。同時，莎莎亦透過各種流行的社交媒體，向顧客發放最新資訊，以便與客人建立長遠關係。

Ms. Suen shared the belief of "Service with Heart" which the company had long been adhered to. She mentioned that it was important for frontline staff to treat customers as friends and introduce them the suitable, instead of expensive products. Store supervisors would also proactively ask customers who did not make a purchase for their feedbacks on the product and service. Sa Sa adjusted the shop front operations according to the location of the shop to provide a better service. For instance, realizing that tourists always visited the shop with a shopping list and were always in a hurry, two staff members were assigned to serve a customer so that one could go to get the stock while the other could start packing to speed up the check-out process. Ms. Suen also mentioned that Sa Sa disseminated the latest information to their customers via various popular social media platforms to develop a long-term relationship with them.



Sharing by Winning Companies 得獎公司分享



金獎
myAFFECTION Ltd

贏得金獎的myAFFECTION Ltd認為優質服務是把客人需求變成自己的需求一樣，將心比己，才會做得出色。零售商要做好顧客關係管理，不能只顧短絀而忽略顧客的感受，才能贏取口碑，獲取顧客的愛戴。面對人手及資源有限，該公司強調要把工作變成流程及做到標準化，並且可以利用知識管理方法，把工作承傳及記錄下來。是次得獎正體現了公司的使命－「感受、特色、回憶」，讓顧客感受不一樣的婚慶專業團隊、非一般特色用心的服務，讓客人回憶當中細節及難忘片段。

Awardees of "SME Retail Service Excellence" Award 「零售中小企 優質服務獎」得獎名單

Companies participated in the "SME Retail Service Excellence" Award agreed that the Award increased their exposure and enhanced their market recognition. The championship has effectively raised public's confidence in SME retailers. The Association thanks all participating SME retailers for their support and once again congratulates the winning companies for their outstanding service performance.

參加「零售中小企 優質服務獎」的公司均認為是次獎項能幫助中小企零售商提高品牌知名度，加強公司在業界的認受性，更提升大眾對中小企的信心。協會謹感謝各間參加「優質服務獎」的中小企，並恭賀14間服務表現出眾的「零售中小企 優質服務獎」得獎公司。

| Award 獎項 | Winning company 得獎公司 |
|-----------------|----------------------|
| Gold Award 金獎 | myAFFECTION Ltd |
| Silver Award 銀獎 | 葆露絲功能內衣 |
| Bronze Award 銅獎 | SnF 菲芙 |
| 卓越表現服務獎 | 愛家水晶裝飾有限公司 |
| | mimi.kyna |
| | 日本岡村兒童書桌 |
| | Robata Zawazawa 騷々 |
| 最具潛質服務獎 | Organic Baby |
| | CNGWine 酒棧 |
| | 基雋環境健康有限公司 |
| | OVO Studio Ltd |
| | 私人胸間 em |
| 全城至Like商戶獎 | BannerSHOP |



銀獎 葆露絲功能內衣

公司認為每一個顧客都是一個獨立的個體，各有不同的要求，前綫的員工不能以公式的銷售守則去招呼客人，前綫員工應憑細心、體貼的服務，令顧客獲得愉快的購物經驗。除了透過培訓提升服務水平外，公司和前綫員工的緊密溝通亦是成功的關鍵之一。公司建立了滙報機制，確保員工清楚了解公司的產品資訊及專業服務指引。公司早在開業之初，已籌劃好人手及貨品的資源分配，以及如何實施優質服務的計劃，所以能輕鬆地實踐計劃，並一直完善計劃，以冀為顧客做到最好。



銅獎 SnF菲芙

SnF菲芙指出前綫員工必須以友善的態度接待顧客，細心聆聽他們的需要，再發揮專業知識，協助他們找到所需的產品。公司認為優質服務應包括舒適的購物環境，以及優質的產品。良好的硬件配套加上真誠的服務態度，可使前綫員工的服務質素安所提升，甚至可達優質的水平。就以公司售賣女士內衣為例，由於內衣是極貼身亦貼心的產品，故必須從店舖環境、銷售方法，甚至安排試身方面着手，協助顧客找到所需產品的同時，亦避免令他們感到尷尬。

全城至Like商戶獎 BannerSHOP

BannerSHOP相信優質服務不是等同做門面功夫。公司認同服務除了要有簡單的禮儀外，更需要用心聆聽、了解客人所需，提供合適的產品及建議，令客人能得到心目中同等價值的需要。該公司更善用資訊科技，例如提供24小時客戶服務熱綫、WOW網上落單系統、網上付款方法、跨區取貨等增值服務，為顧客提供更方便快捷及創新的服務。