



Study Tour for SME Retailers 中小企零售商考察團

Tour to Tse Sui Luen Jewellery Co. Ltd.

「謝瑞麟（國際）珠寶有限公司」考察團

The Association organized a visit by SME retailers to Tse Sui Luen Jewellery's flagship store at the Park Lane Shopper's Boulevard in Tsim Sha Tsui on 5 March 2015. Ms. Doris Chan, Senior Manager, TSL Training & Organization Development, shared her experience about store operation, product display and customer relationship management. She also arranged a demonstration by the frontline staff on the company's meticulous process of customer service.

Ms. Doris Chan elaborated that the keys to service excellence are supported from the management, as well as staff training, cooperation by frontline staff and standardized service process. She also pointed out that management executives should show care and respect to every staff member, regarding them as customers, in order to encourage frontline staff to cooperate and contribute to the company unremittingly. In addition to providing them continuous training and diverse career development platforms, she said, the executives should always encourage, compliment and recognize their staff members.

協會於2015年3月5日安排中小企零售商參觀謝瑞麟位於尖沙咀栢麗大道的旗艦店。謝瑞麟培訓及組織發展高級經理陳詠欣女士分享了其店舖運作、產品展示及客戶關係管理心得，並安排了店員示範其細緻的服務流程。

要有精益求精的顧客服務，陳詠欣女士表示管理層的支持、員工培訓、前線員工的配合及標準化的服務流程，都是缺一不可的重要元素。她更指出，要得到前線員工的配合及為公司賣力工作，管理層應以關懷及尊重的態度去看待每位員工，將他們視作客戶般照顧，除了提供持續培訓及多元化的事業發展平台，也需要經常給予員工鼓勵、讚賞及認同。



A frontline staff demonstrates and explains carefully about the service process and details in serving customers.

店員悉心示範及講解招待顧客時的服務流程及細節。



The visit is indeed an occasion of enthusiastic exchange, as the participants frequently raise questions.

參加者積極發問，牽動了互動的交流氣氛。