



SHKP Malls 'Serving with Heart' Customer Care Ambassador Election celebrates its 10th anniversary 新地商場「以心服務」親客大使選舉邁進第10年

The Group has set up customer care centres in its major malls staffed with customer care ambassadors for caring service since 1997 to put the Serving with Heart spirit into practice, offering shoppers an all-round shopping and leisure enjoyment. SHKP Malls 'Serving with Heart' Customer Care Ambassador Elections are held annually to continuously enhance overall performance. Celebrating its 10th anniversary, the elections demonstrate the Group's pursuit of excellence and commitment to quality.

The Customer Care Ambassador Elections assess different attributes with recognition given to top performers, as well as performance evaluations and areas for improvement for all participants. The elections also help ambassadors build stronger teams and deliver more professional, caring service.

Make you feel like home

The theme this year is 'Make You Feel Like Home'. Over 100 full-time and part-time customer care ambassadors from 20 malls take part. Most-like Customer Care Ambassador Awards will again be based 100% on customer votes, while other awards will include mystery shopper assessments and customer satisfaction surveys to ensure fairness.

Sun Hung Kai Real Estate Agency Limited Retail Marketing and Customer Relations General Manager Cris Fung said: "The Group aims to build alternate 'homes' at its malls with advanced facilities and comprehensive value-added service. Our customer care ambassadors are always ready to go the extra mile and make customers feel at home while shopping. We hope customers will continue participating in the elections, which are now in the tenth year, and help our customer care ambassadors grow."

Customer service moving with the times

Comprehensive value-added service is provided at the Group's shopping mall customer care centres, with popular ones including free mobile phone charging, free WiFi, lockers, baby stroller loan, baby bottle warming and taxi hailing. Last year, it started letting customers return borrowed

umbrellas, scarves or reusable bags at any of 20 SHKP malls for added convenience. Some malls even have special services to suit local lifestyles like lending bicycle repair tools at New Town Plaza and pet strollers at Mikiki and YOHO MALL.

There is all-round professional training for customer care ambassadors to ensure continuous service enhancement, including customer service professional courses, role playing, make-up and image-building courses and overseas study trips. Top performers can be promoted to supervisory roles or switched to back-end duties in property management to pursue further careers.



Customers can return borrowed umbrellas, scarves or reusable bags at any of 20 SHKP mall customer care centres
新地商場顧客服務中心設有「處處還服務」，讓顧客於全港20間新地商場任何一間歸還借用的雨傘、披肩及環保袋



集團商場一直貫徹「以心服務」的宗旨，早於1997年已在重點商場設立顧客服務中心，並率先創立親客大使為顧客提供貼心服務，讓顧客感受全方位購物消閒的樂趣。為持續提升整體表現，集團每年舉辦新地商場「以心服務」親客大使選舉，至今已踏入第10個年頭，可見集團對優質服務的追求和堅持。

親客大使選舉從不同範疇考核親客大使的服務，嘉許表現傑出者，亦讓參賽者更了解自己的表現，改善不足之處，提升團隊間的默契，以便提供更專業貼心的服務。

摯誠服務 家•倍親切

今年選舉以「摯誠服務 家•倍親切」為主題，共有20個商場參與，逾100名全職及兼職親客大使角逐多個獎項。當中的「顧客至讚親客大使獎」繼續百分百由顧客投票選出，其他獎項則設有神秘顧客專業評審及顧客滿意度調查等環節，以確保結果公平客觀。

新鴻基地產代理有限公司租務部總經理（商場市務及客戶關係）馮翊琳表示：「集團商場致力為顧客打造另一個『家』，不但配備與時並進的設施及提供多元化的增值服務，親客大使更時刻留意顧客需要，主動行多一步，以無微不至的服務感動每位顧客，讓他們感受到家的溫暖，體驗愉悅的購物旅程。今年選舉踏入第10屆，期盼可以繼續得到顧客的支持，讓親客大使的服務熱誠一直傳承下去。」

與時並進的顧客服務

集團商場的顧客服務中心提供多元化增值服務，包括免費手提電話充電、免費WiFi、儲物櫃、嬰兒車借用、奶瓶加熱及電召的士等熱門服務。自去年起更推行「處處選服務」，顧客於集團商場借用雨傘、披肩及環保袋，可於全港20間新地商場任何一間歸還，方便顧客。部分商場更因應區內顧客的生活習慣，設有特別服務，如新城市廣場提供單車維修工具借用，Mikiki與YOHO MALL則提供寵物車借用。

為持續提升服務質素，集團特別為親客大使提供全面的專業培訓，包括顧客服務專業課程、角色扮演實習、化妝及個人形象指導以至外地考察團。表現優異的親客大使可獲晉升至主管級別，或調往物業管理部門擔當後勤工作，擴闊事業發展。

10th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election 第10屆新地商場「以心服務」親客大使選舉

Election closes 截止投票日期

14 January 2018 (Sunday)
2018年1月14日(星期日)

Vote online 網上投票

www.shkp.com/CCAelection.htm

Vote in person 親身投票

Please visit the customer care centres at these participating malls:
請親臨以下參賽商場的顧客服務中心：

APM

Chelsea Heights 卓爾廣場

East Point City 東港城

HomeSquare

Landmark North 上水廣場

Metroplaza 新都都會廣場

Metropolis Plaza 新都廣場

Mikiki

MOKO MOKO新世紀廣場

New Town Plaza I 新城市廣場一期

New Town Plaza III 新城市廣場三期

Park Central 將軍澳中心

Tai Po Mega Mall 大埔超級城

The Sun Arcade 新太陽廣場

Tsuen Wan Plaza 荃灣廣場

Uptown Plaza 新達廣場

V City

WTC WTC世貿中心

YOHO MALL

Yuen Long Plaza 元朗廣場



Customer care ambassadors receive credits by offering professional, caring service with cheerful smiles
親客大使展現親切開朗的笑容，提供專業貼心的服務，表現備受顧客認同

www.facebook.com/CCAelection/