



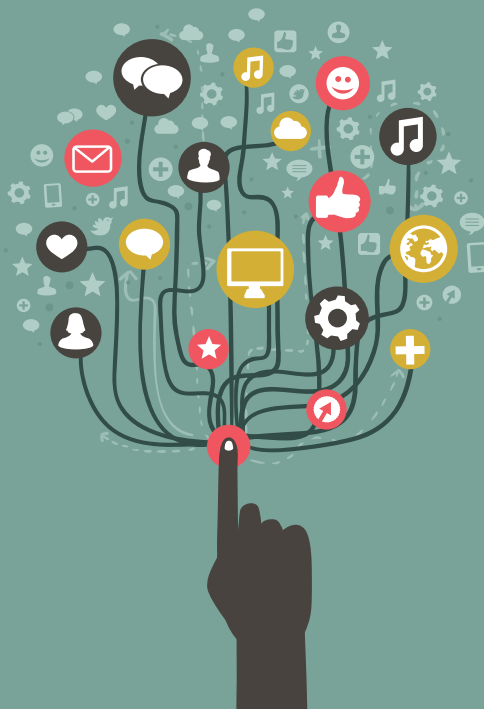
HKACE

香港優質顧客服務協會
Hong Kong Association for
Customer Service Excellence

從顧客觀點看新世代服務渠道

Customer Services Through New Age Channels - A Customer Perspective

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Research Partner 研究合作夥伴



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Fostering Customer Service Excellence
www.hkace.org

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從顧客觀點看新世代服務渠道

With the theme “Excel Beyond Limits” and the mission to foster service excellence in Hong Kong, the Hong Kong Association for Customer Service Excellence (HKACE) has commissioned Ipsos to conduct a survey research to gain insights into customers' perception on the usage of new age servicing channels.

今年香港優質顧客服務協會 (HKACE) 繼續以「服務臻善·跨越新世代」為主題，不斷致力提升及推動香港的優質服務文化，HKACE 委託了益普索 (Ipsos) 進行一項調查，藉此深入了解現今顧客對新世代服務渠道的觀感。

Through this research, HKACE aims to provide members with market overview and industry insights to facilitate their strategic evaluation and resources planning on future development of the new age servicing channels.

HKACE希望透過此項研究提供資料以助服務機構了解市場概況及各行業的見解，為未來發展新世代服務渠道的策略評估和資源規劃作參考。

The survey was carried out between November 19th and December 7th, 2012 in the form of street intercept interviews with random sampling. The field work was carried out in chosen districts across Hong Kong, Kowloon and the New Territories with a total of 510 interviews conducted. All respondents were aged between 15-59 and have obtained customer services through different channels in Hong Kong.

是次研究於二零一二年十一月十九日至十二月七日期間以隨機的街頭訪問形式進行。有關的訪問在香港、九龍及新界各個地區進行，合共訪問了 510 位人士，被訪者年齡均介乎 15-59 歲及曾經使用任何方式獲取顧客服務。

Key highlights of the study:

本研究結果的重點:

Among mass consumers today, it is common to obtain customer service via online channel.

現時，在一般消費者群中，透過網上渠道來使用顧客服務是很常見。

- Large portion of customers (71%) has ever obtained customer service via online, reflecting customers' habit of going online for communication with companies.

大部分消費者 (71%) 曾使用網上顧客服務，這反映很多消費者用網上渠道與公司進行溝通的習慣。

Social media has high penetration and is popular among mass consumers.

社交媒體具高度的滲透率，而且在一般消費者群中非常流行。

- On the other hand, high awareness level (90%) and usage penetration (81%) are also observed for social media, indicating the popularity of this new age channel from customers' perspective.

另一方面，數據指出社交媒體具有很高的認知度 (90%) 和滲透率 (81%)，表示在消費者眼中，社交媒體在新世代中是受歡迎的渠道。

Social media is also an emerging channel for obtaining customer service.

同時，社交媒體亦是一種獲取顧客服務的新興渠道。

- More than half of the customers (61%) are aware of customer service in social media. A notable portion (26%) of them has ever obtained customer service in social media.

超過一半消費者 (61%) 知道可以透過社交媒體去獲取顧客服務。當中，有一部分消費者 (26%) 曾經透過社交媒體去獲取顧客服務。

In the future, consumers have strong intention to obtain customer service via social media.

在未來，消費者有強烈的意向使用社交媒體去獲取顧客服務。

- Among those who have ever obtained customer service via social media, more than half of them (59%) claimed that they would use it more frequently in the future. Another portion of them (39%) said that they would maintain the current usage level.

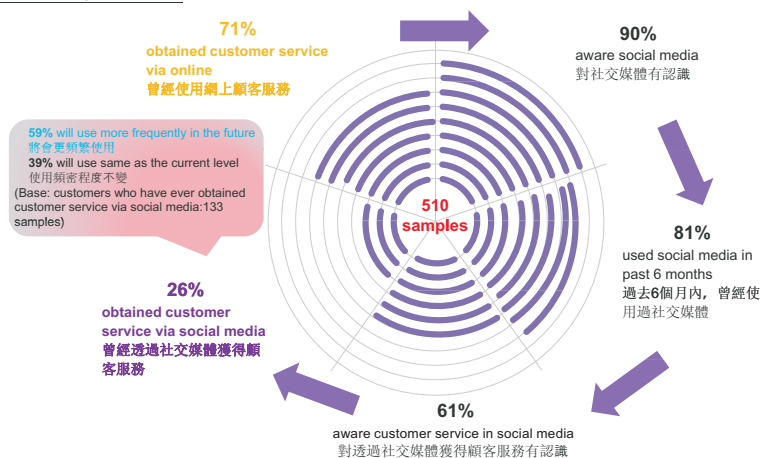
在那些曾經透過社交媒體去獲取顧客服務的消費者當中，超過一半的受訪者 (59%) 聲稱他們在未來將更頻繁地使用該渠道。有一部分受訪者 (39%) 則表示他們將會維持目前的使用水平。

- Among all customers surveyed, more than half of them would consider to obtain customer service (55%) and product/service information (58%) via social media in the future.

在所有受訪者當中，有超過一半會考慮於未來透過社交媒體獲取顧客服務 (55%) 及獲取產品/服務資訊 (58%)。

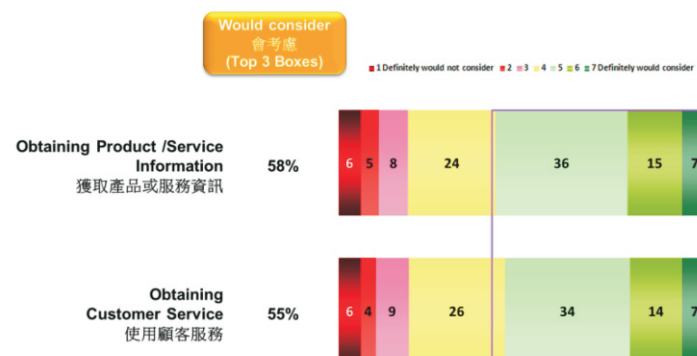
Summary of Awareness and Penetration Level

認知度及滲透度概要



Likelihood of Obtaining Product/ Service Information and Customer Service via Social Media in the Future

將來透過社交媒體獲取產品或服務資訊及使用顧客服務的可能性



In online and social media channels, consumers obtain customer service for various purposes.

消費者透過網上和社交媒體去獲取顧客服務，以滿足不同的需要。

- Product/service enquiry is the major type of customer service obtained in online (86%) and social media (86%).

消費者主要透過網上服務 (86%) 和社交媒體 (86%) 進行產品/服務查詢。

- "Electronic products" and "Food & Beverage" are the top categories for customer service via social media. More consumers obtain customer service via online for banking services.

“電子消費品”及“餐飲服務”是消費者最常使用社交媒體去獲取顧客服務的主要行業。另外，較多消費者會透過網上銀行去使用顧客服務。

- Convenience (71%), Quick response (34%), More sources of information (28%) and easily accessible customer service representative (13%) are the reasons for requesting customer service via social media.

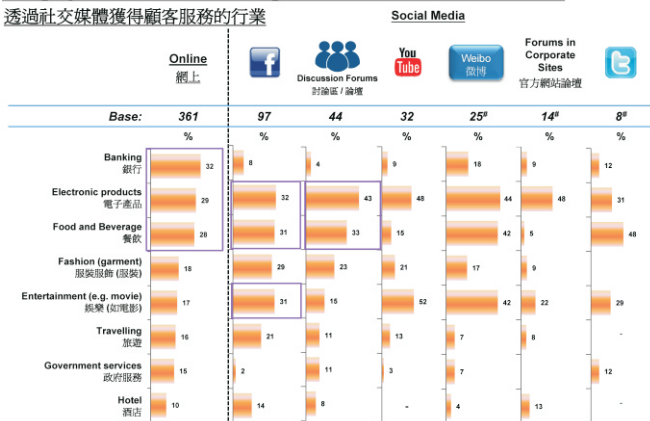
消費者透過社交媒體獲取顧客服務的原因，主要是因為方便使用 (71%)、回應迅速 (34%)、多源資訊渠道 (28%) 及容易接觸到顧客服務代表 (13%)。

- Similar to traditional customer service, staff's responsiveness, service manner and knowledge are the key concerns from consumers when looking for customer service via social media. This reflects that the qualities of staff are still the prime concern for the success of customer service in the new age channels.

與傳統顧客服務相似，消費者對社交媒體上的顧客服務主要以查詢的回應速度、服務態度及顧客服務員的知識水平較為著重。這表示職員的服務質素在新時代的顧客服務渠道當中，仍是成功的關鍵。

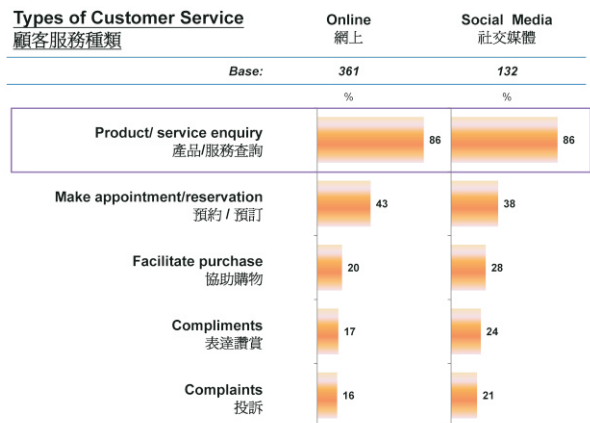
Category of Interest for Obtaining Customer Service in Social Media

透過社交媒體獲得顧客服務的行業



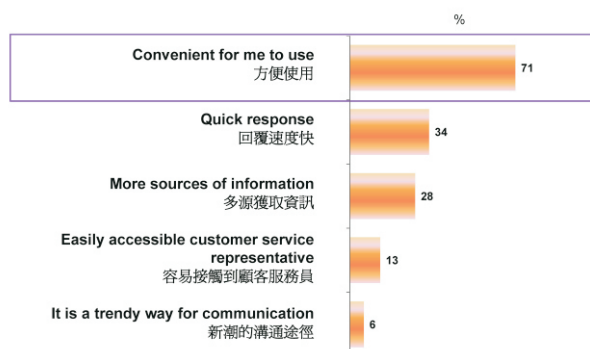
Types of Customer Service

顧客服務種類



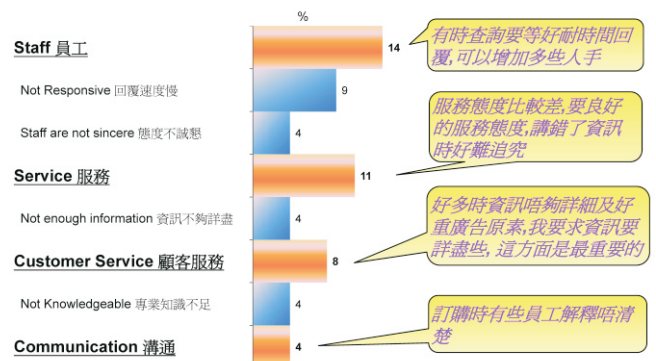
Reasons for Obtaining Customer Service via Social Media

透過社交媒體獲得顧客服務的理由



Improvement for Customer Service via Social Media

透過社交媒體提供顧客服務需改善的地方



有時查詢要等好耐時間回覆,可以增加多些人手

服務態度比較差,要良好的服務態度,講錯了資訊時好難追究

好多時資訊唔夠詳細及好重廣告原素,我要求資訊要詳盡些,這方面是最重要的

訂購時有些員工解釋唔清楚