



HKACE

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

新世代對服務業的觀感

Voice of the Younger Generation in the Service Sector

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Research Partner 研究合作伙伴：



精確市場研究中心
Consumer Search Group

Fostering Customer Service Excellence
www.hkace.org

Voice of the Younger Generation in the Service Sector

新世代對服務業的觀感

A study to explore the contributing factors for service excellence mindset among the younger generation

一個探索影響新世代優質服務觀念的因素的研究項目

In keeping with our 2011 theme of "Excel Beyond Limits" and our goal to foster a culture of service excellence in Hong Kong, the Hong Kong Association for Customer Service Excellence (HKACE) has commissioned Consumer Search Group (CSG) to conduct a survey research to gain insights into the perception and attitudes of the younger generation in the service sector.

為配合本會二零一一年主題「服務臻善，跨越新世代」以及促進香港優質服務文化的目標，香港優質顧客服務協會 (HKACE) 委託精確市場研究中心 (CSG) 進行了一項問卷調查，以取得從事服務業的新世代心目中對服務業的觀感和態度。

The purpose of the study is to provide service organizations with practical, research-based guidelines on how they can enhance the performance and job satisfaction of their young employees at the frontline, foster a service excellence mindset and promote a career commitment to customer service among them.

本研究的目的旨在為服務業機構提供具研究基礎的實用指引，以協助各機構提升前線年青員工的服務表現，及對工作的滿意度，並且培育年青員工優質服務的觀念和對顧客服務工作的投入。

The survey was carried out between November 12th and December 1st, 2011 in the form of random street intercept interviews at ten districts across Hong Kong, Kowloon and the New Territories. A total of 700 interviews were conducted, of which 500 respondents are current customer service workers while 200 had worked in customer service previously. All respondents are between the age of 16 and 30 (the "Younger Generation").

是次研究於二零一一年十一月十二日至十二月一日期間進行，以隨機的街頭訪問形式，在香港、九龍及新界合共十個地區，共訪問了 700 位受訪者，其中 500 位是現正從事顧客服務工作的員工，另外 200 位是以前曾經從事顧客服務工作的員工。全部受訪者的年齡均介乎 16 至 30 歲（「新世代」員工）。

Key findings of the study are highlighted as follows:

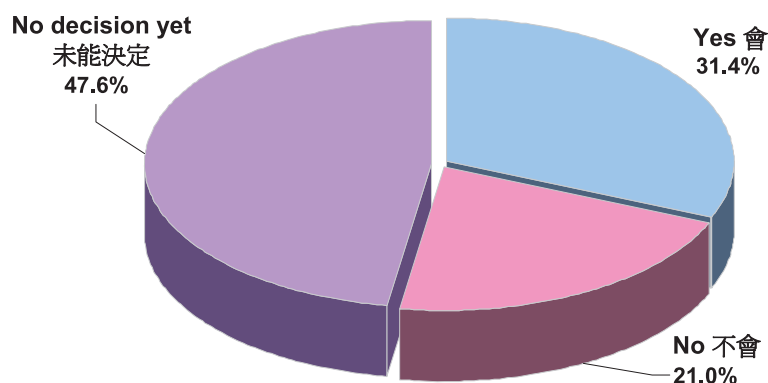
以下是本研究的結果精華：

- Nearly half of the responding customer service workers (the "Younger Generation") are indecisive towards choosing customer service as a lifelong career. They place high values on working hours, job satisfaction and recognition. A significant portion of the Younger Generation finds these lacking in the service sector.

接近半數受訪的顧客服務員工（「新世代」）未有選擇顧客服務行業作為終身職業的傾向。他們重視工作時間、工作滿足感以及工作認同感。佔明顯比例的新世代認為這些都是現時服務業所欠缺的。

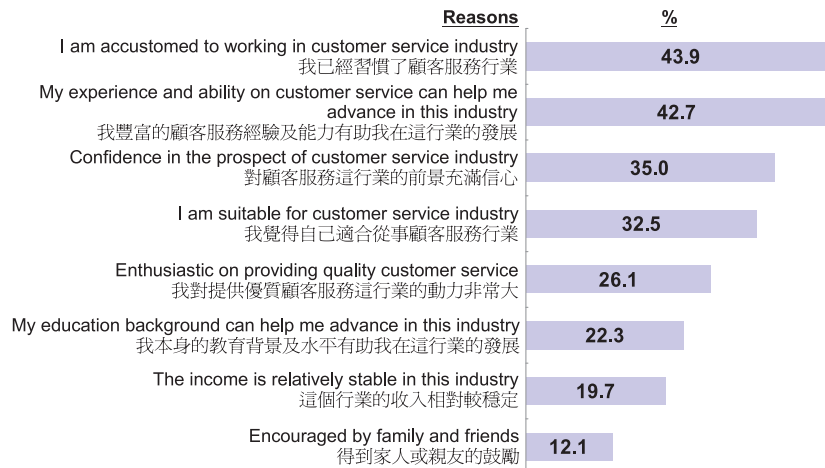
Choosing Customer Service Industry as Lifelong Career

選擇顧客服務行業作為終身職業



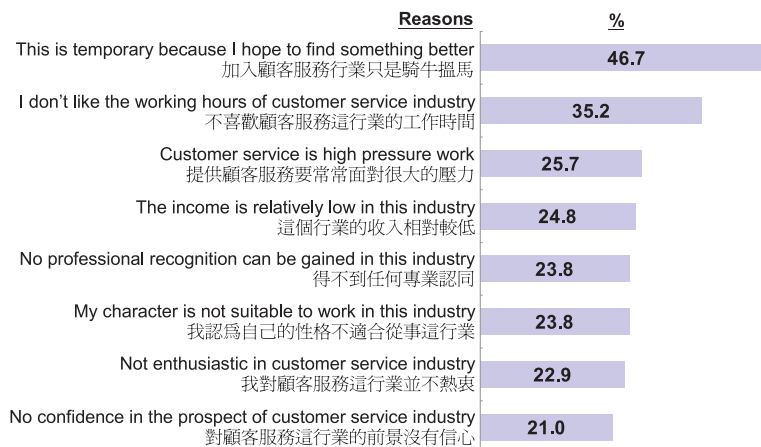
Base: Current CS workers (n=500)

Reasons for Choosing Customer Service Industry as Lifelong Career
選擇顧客服務行業作為終身職業的原因



Base: Current CS workers who chose customer service industry as lifelong career (n=157)
 Remarks: Multi-answer allowed

Reasons for Not Choosing Customer Service Industry as Lifelong Career
不選擇顧客服務行業作為終身職業的原因

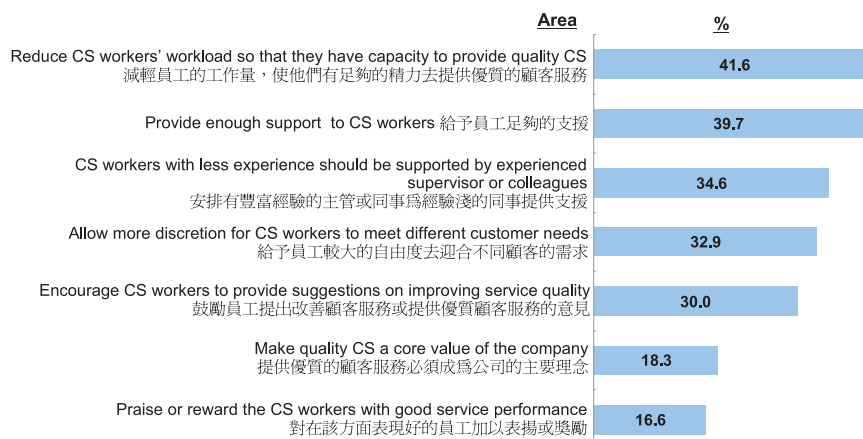


Base: Current CS workers who did not choose customer service industry as lifelong career (n=105)
 Remarks: Multi-answer allowed

- Companies can motivate the Younger Generation and reduce staff turnover if they pay attention to their special needs: managing their workload properly, providing adequate support, empowering them more flexibility in meeting customers' needs and soliciting their suggestions and inputs to service improvement.

公司如果能夠注意新世代的特別需求，可以激勵新世代員工，以及減低他們的流失，方法包括：適當地管理他們的工作量、提供足夠的支援、賦予他們有較大的自由度去滿足顧客需求，以及徵求他們對提升服務水平的建議。

How Company Should Motivate CS Workers to Provide Quality Customer Service
公司應如何鼓勵顧客服務員工提供優質顧客服務

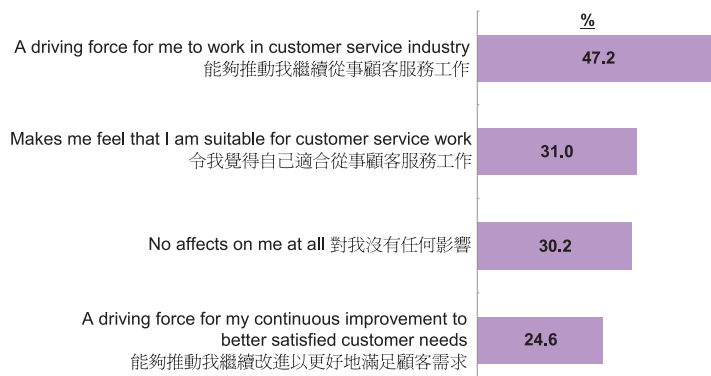


Base: All Respondents (N=700)
 Remarks: Each respondent could choose up to 3 answers

- Customer praises motivate and drive the Younger Generation to improve whereas complaints are often met with indifference by half of the responding Younger Generation or induce a sense of frustration to some of the respondents. Companies which are generous with recognition and rely more on positive feedback will win over the Younger Generation.

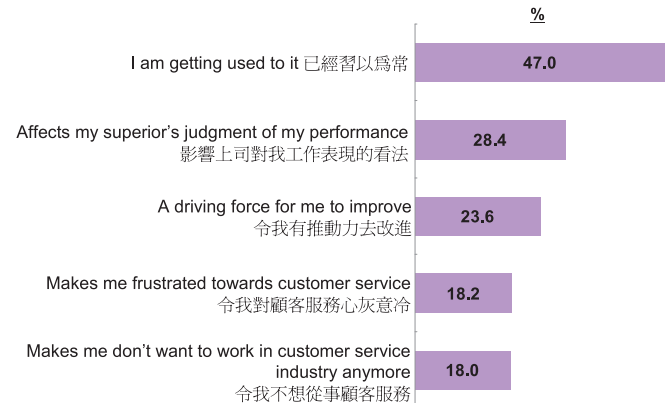
顧客的讚賞可以激勵新世代員工，以及推動他們改進。至於面對顧客的投訴，半數受訪的新世代表示已經習以為常，部份回應認為會令他們產生挫敗感。如果公司能多加認同新世代的表現，並著重提供更多正面的意見，便可以贏得新世代的歸屬感。

How Customer Praises Affect CS Workers 顧客的讚賞對顧客服務員工的影響



Base: Current CS workers (n=500)
Remarks: Multi-answer allowed

How Customer Complaints Affect CS Workers 顧客的投訴對顧客服務員工的影響



Base: Current CS workers (n=500)
Remarks: Multi-answer allowed

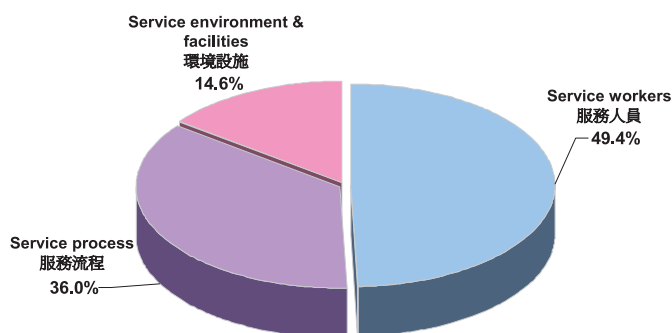
- “People” is a key factor to service excellence. To improve service, companies should invest in staff training aimed at staff courtesy, competence, communication skills, efficiency, professional knowledge and understanding of customer needs.

「員工」是優質服務的重要因素。為提升服務水平，公司應投放資源去培訓員工的禮貌、工作能力、溝通技巧、效率、專業知識以及對顧客需求的了解。

- “Process” should be better designed and managed to facilitate CS workers in providing quality customer service.

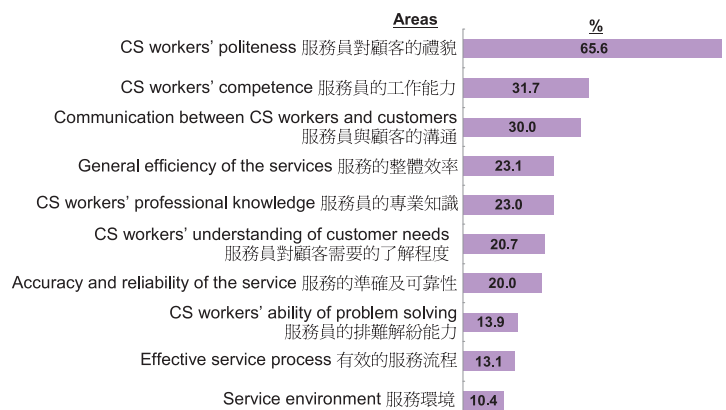
公司應優化及妥善管理服務流程，以助顧客服務員提供優質服務。

Most Important Element for Quality Customer Service 優質顧客服務最重要的因素



Base: All Respondents (N=700)

Areas Company Should Focus on to Provide Quality Customer Service 公司應着重哪些方面以提供優質顧客服務



Base: All Respondents (N=700)

Remarks: (1) Each respondent could choose up to 3 answers (2) Top 10 of mentions shown