



2015 HKACE customer service research: Challenges and opportunities

Research Objectives

- The Hong Kong Association for Customer Service Excellence (HKACE) conducts an annual survey to understand the challenges and opportunities of the customer service industry in Hong Kong
- The objectives of this research are:

1. Whether our services meet the customers' needs and expectations

2. Degree of alignment between our customers and the frontline staff

3. Ability of the service industry to attract new joiners

Target Respondent



A total sample of n=1300 people participated in this **online survey** between Dec 4 and Dec 24, 2015



Hong Kong customer
(n=500)



PRC tourist
(n=200)



Frontline staff
(n=300)



Young graduate
(n=300)

Those who have experienced customer service in any of the industries below in Hong Kong in the past 12 months:

Those who have provided customer service in the following industries in the past 12 months:

Those who are going to graduate in two years or have graduated within two years



Bank/insurance



Hi-tech/telecom



Government or public services



Real estate



Retail/wholesale



Airline



Hotel/travel/tourism



Public transportation



Automotive/ related sectors



Other business services

Executive Summary

Most Hong Kong customers and PRC tourists think the overall quality of customer service in Hong Kong meets their expectations

Perceptions of the frontline staff do not align with customer expectation

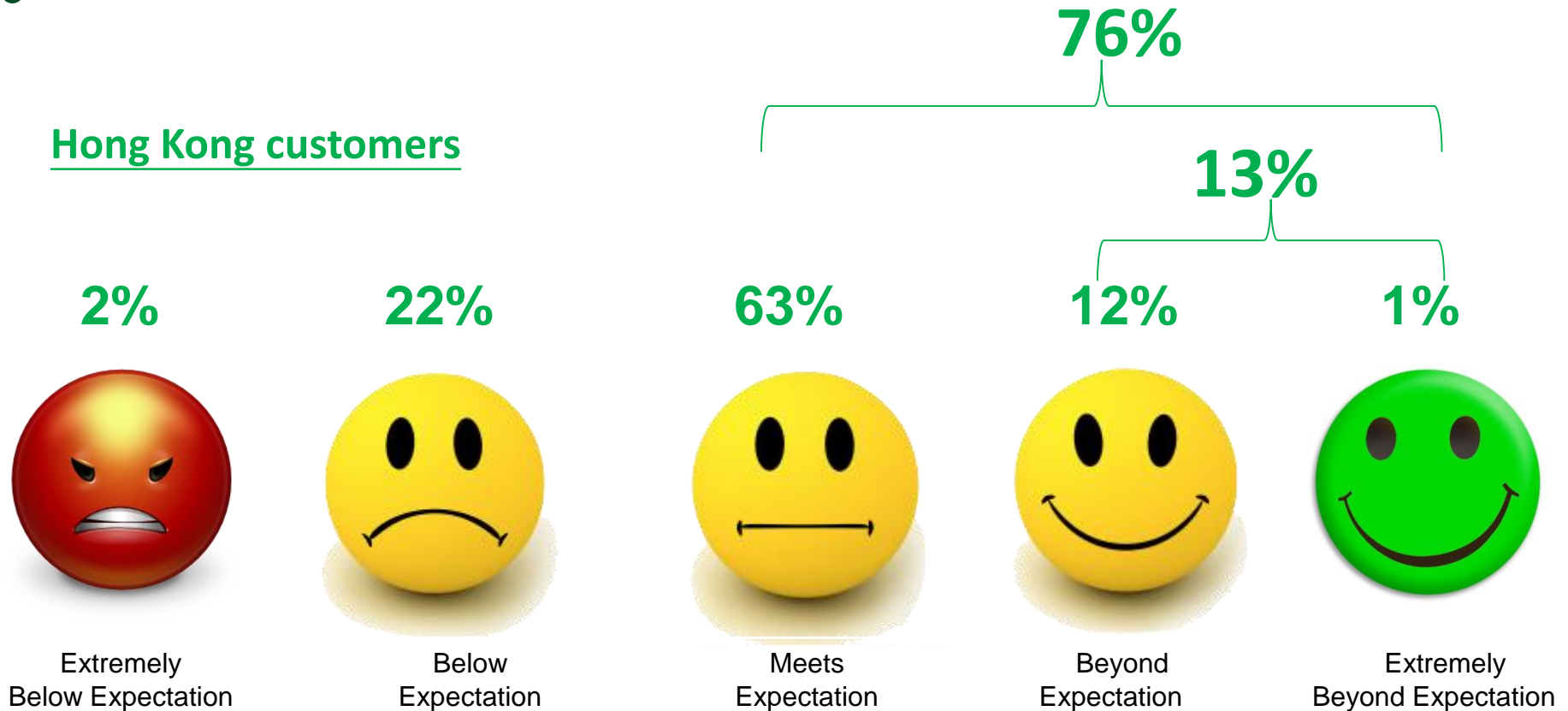
Recruiting young graduates to work in the customer service industry is challenging



Detailed Findings

Key finding 1: Customers are Highly Satisfied with the Quality of Customer Service in Hong Kong

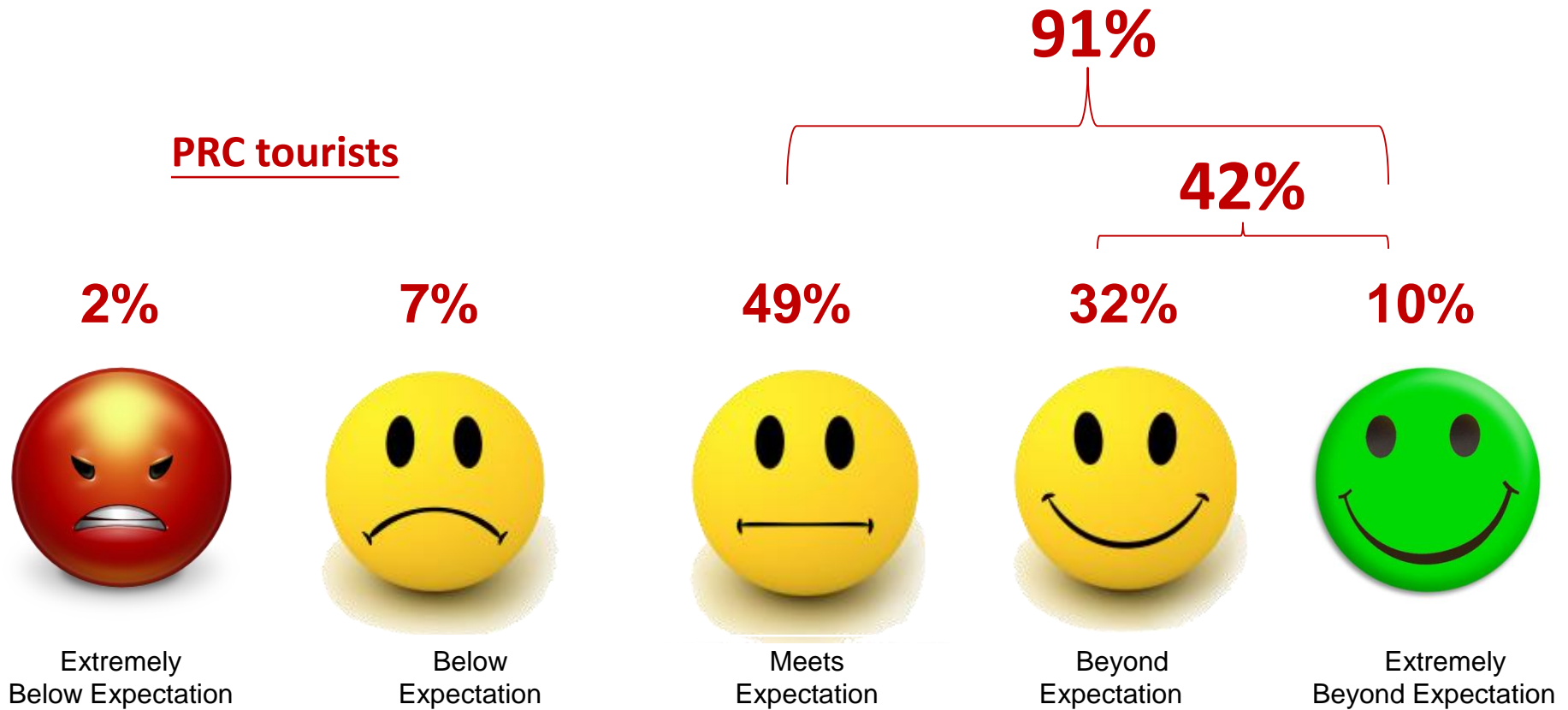
Hong Kong customers



A total of **76%** of Hong Kong customers thought customer service in Hong Kong meets (63%) or was beyond their expectation (13%).

Overall Impression of Customer Service Quality in Hong Kong

PRC tourists



42% of PRC tourists thought customer service in Hong Kong was beyond their expectations and another 49% of them thought the service quality meets their expectations

Base: PRC tourist: n=200

Customer survey: C1: General speaking, what do you think about the quality of service of customer service in Hong Kong?

Efficiency of Service

49% of PRC tourists think that the efficiency of service in Hong Kong is extremely beyond/ beyond their expectations.

Good Product / Service Knowledge

49% of PRC tourists think that good product/ service knowledge in Hong Kong is extremely beyond/ beyond their expectations.

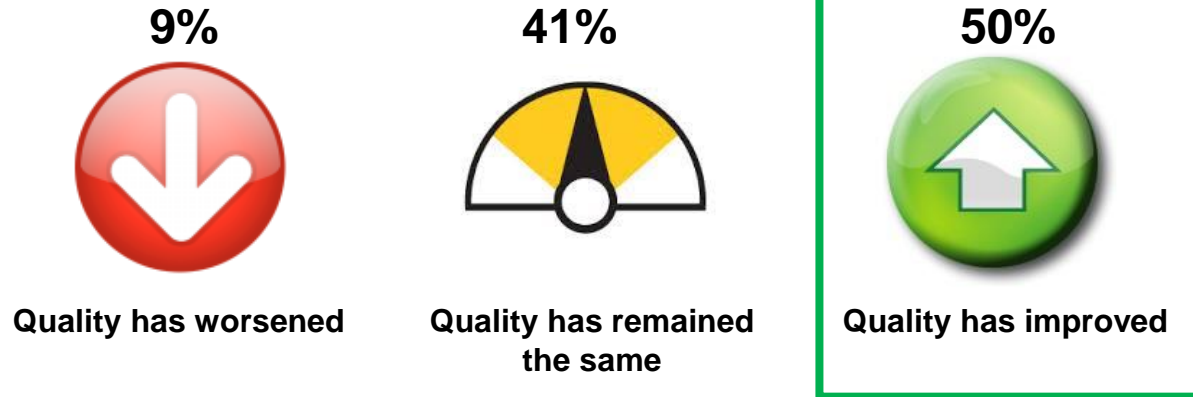
Staff Proactiveness

49% of PRC tourists think that **Staff proactiveness** in Hong Kong is extremely beyond/ beyond their expectations.

Perceived Changes in the Quality of Service in Hong Kong

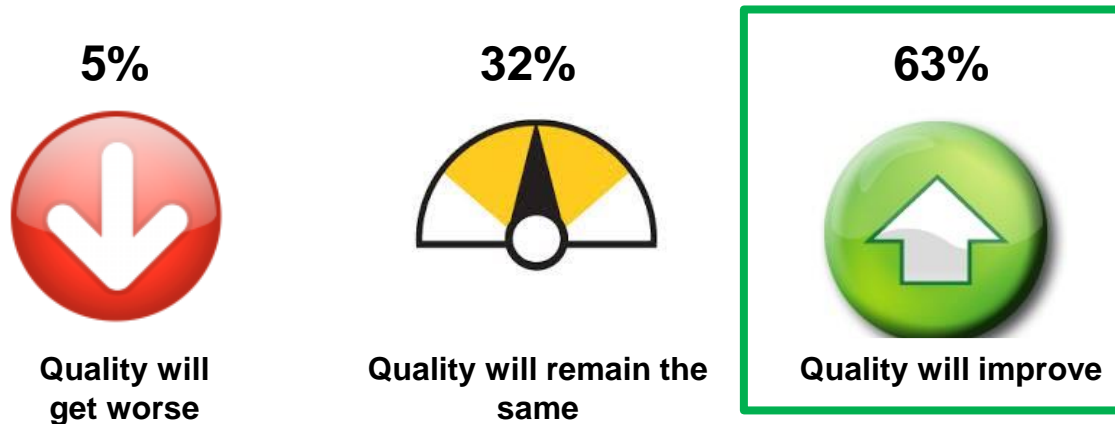
PRC tourists

Change in quality of service in the PAST 12 months



50% of the PRC tourists think the quality of service has improved in the past 12 months

Estimated changes in quality of service in the NEXT 12 months



63% of them believe the quality of service will get even better in the next 12 months

Base: PRC tourist: n=200

Customer survey: C2: How do you think the quality of service of customer service in Hong Kong has changed in the past 12 months?

C3: Do you think the quality of customer service in Hong Kong will change in the upcoming 12 months?

Key Finding 2: Perceptions of the Frontline Staff do not Align with Customer Expectation

Staff's attitude, efficiency and ability to solve customers' issue are the top three factors contributing to good customer service.

However, more customers than the frontline staff appear to think this.



Top Factors Contributing to Good Customer Service

Ranking of factors contributing to good customer services:



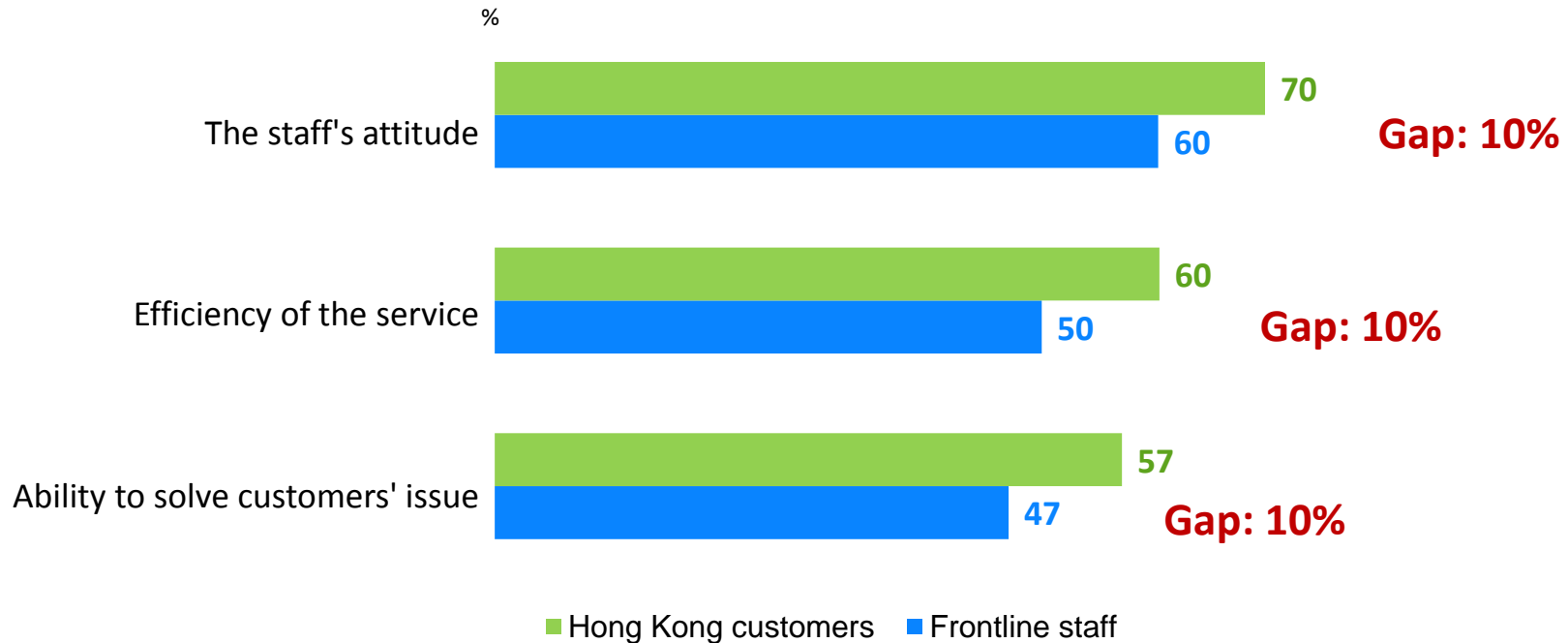
Top 3 Factors

	Rank	Rank	Rank
Staff Attitude	1 st	1 st	1 st
Efficiency Service	2 nd	2 nd	2 nd
Ability to solve customers' issue	3 rd	3 rd	3 rd

“Staff’s attitude”, “Efficiency” and “solving customers’ issues” are the top three factors contributing to good customer service.

Top Factors Contributing to Good Customer Service

Factors contributing to good customer services:



More local customers consider these 3 factors as the most important than frontline staff .

Top Factors Contributing to Good Customer Service

Ranking of factors contributing to good customer services:

Top Factors	 Hong Kong customer	 Frontline staff	 PRC tourist
	Rank	Rank	Rank
Communicate in simple and clear term	4 th	8 th	5 th
Understanding customer needs	5 th	7 th	8 th
Good product / service knowledge	6 th	9 th	9 th
Satisfy customers' needs	7 th	11 th	7 th
Listening customers' needs	8 th	4 th	6 th
Proactiveness of the staff	9 th	10 th	4 th
Provide professional advices	10 th	5 th	10 th

Top Factors Contributing to Good Customer Service

Ranking of factors contributing to good customer services:



Frontline staff

Top Factors	Rank	Rank
Communicate in simple and clear term	4 th	8 th
Understanding customer needs	5 th	7 th
Good product / service knowledge	6 th	9 th
Satisfy customers' needs	7 th	11 th
Listening customers' needs	8 th	4 th
Proactiveness of the staff	9 th	10 th
Provide professional advices	10 th	5 th

Customers think that “communicating in simple and clear term” and “understanding customer needs” are the 4th and 5th most important factors for good customer services, staff only rank them as 8th and 7th respectively.

Top Factors Contributing to Good Customer Service

Ranking of factors contributing to good customer services:



Hong Kong
customer



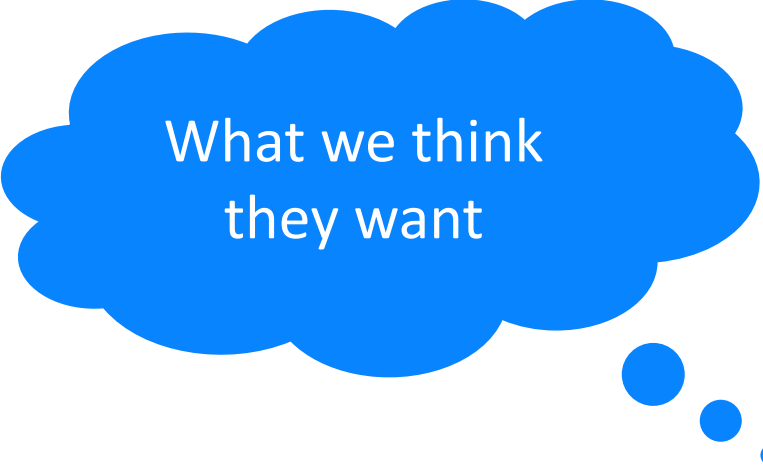
Frontline staff

Top Factors	Rank	Rank
Communicate in simple and clear term	4 th	8 th
Understanding customer needs	5 th	7 th
Good product / service knowledge	6 th	9 th
Satisfy customers' needs	7 th	11 th
Listening customers' needs	8 th	4 th
Proactiveness of the staff	9 th	10 th
Provide professional advices	10 th	5 th

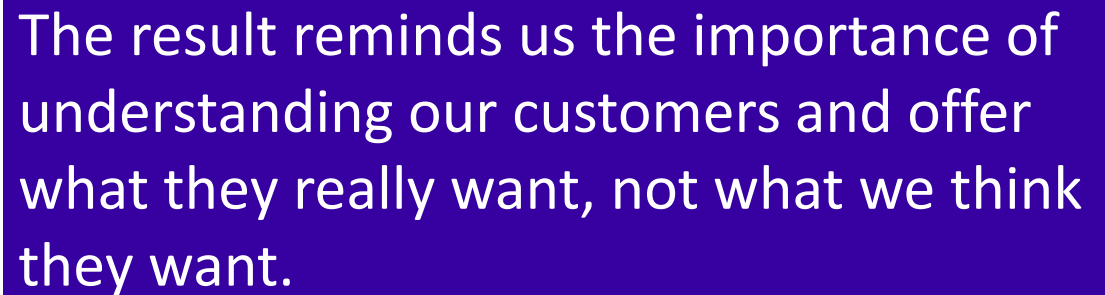
On the other hand, while frontline staff think “listening to customers’ needs” and “providing professional advice” contribute to good customer service, Hong Kong customers do not think the same.



What customers
want



What we think
they want



The result reminds us the importance of understanding our customers and offer what they really want, not what we think they want.

Key Finding 3: Recruiting Young Graduates to Work in The Customer Service Industry is Challenging



Only **31%** of Young graduates consider working in the Customer Service Industry as full-time.

Base: All Young Graduates: n = 300

Customer survey: F1. Have you considered working full-time in the customer service industry?

Reasons for not Considering Full Time Roles in the Customer Service Industry



65% of Young graduates think the working hours are too long

Reasons for not Considering Full Time Roles in the Customer Service Industry

1st Major

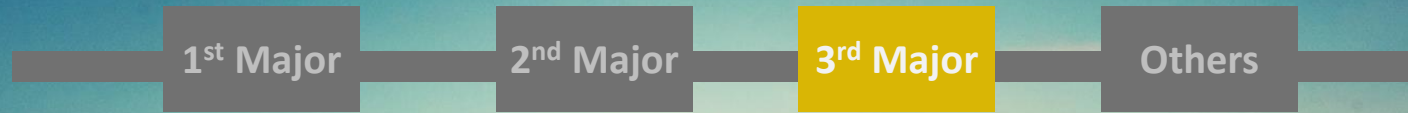
2nd Major

3rd Major

Others

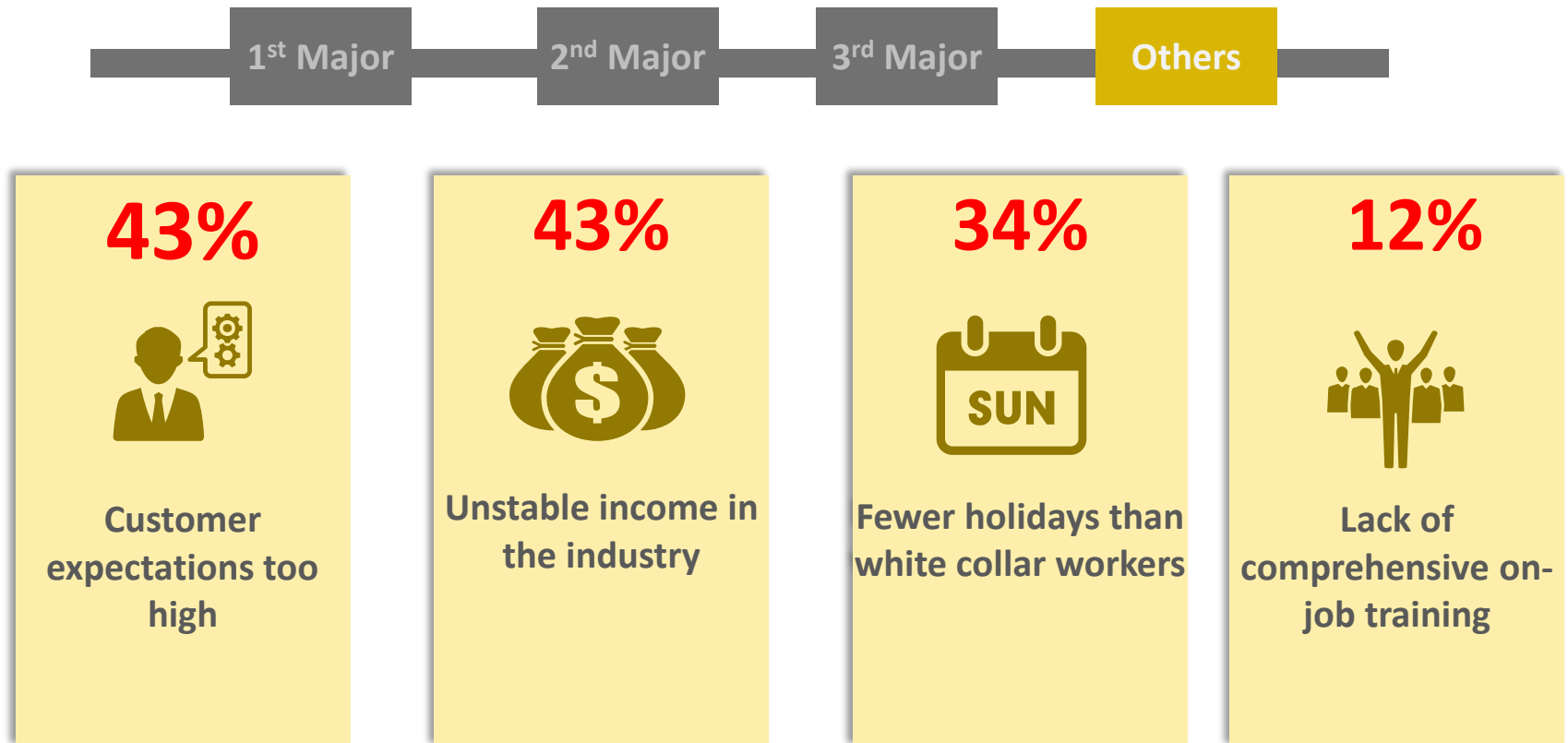
51% of Young graduates worry about limited career paths in Customer Service industry

Reasons for not Considering Full Time Roles in the Customer Service Industry



47% of Young graduates expressed concerns over the effect that the unstable hours and days off will have on their social lives

Reasons for not Considering Full Time Roles in the Customer Service Industry



Young graduates have some perceptions towards the CS industry which may hinder them considering entering the industry.

Executive Summary

Most Hong Kong customers and PRC tourists think the overall quality of customer service in Hong Kong meets or is above their expectations

Perceptions of the frontline staff do not align with customer expectation

Recruiting young graduates to work in the customer service industry is challenging

Conclusions: Challenges and Opportunities

It is encouraging to see that our customer services actually meet or even exceed their expectations.

We have a strong foundation and we need to stay positive and continue to deliver good services to win and remain competitive.

There is a need to align the perceptions of our frontline staff with the expectation of our customers.

This can be done through training, workshops and experience sharing and HKACE will continue to provide a platform for this.

One of our major challenges in the coming years is to recruit talents to join the customer service industry

HKACE will work with our members to promote our industry to the younger generation, change their perceptions on the industry while highlighting the career opportunities in this industry

Q&A