



HKACE

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



Hong Kong
Customer Service Charter
香港顧客服務約章

PREAMBLE

Hong Kong Association for Customer Service Excellence (HKACE) is pleased to share with its members Hong Kong's first-ever Customer Service Charter inaugurated by HKACE.

HKACE has been fostering customer service excellence and enhancing the service standard in Hong Kong since its inauguration. Over the past years, we have worked single-mindedly with utmost dedication and we are proud to report an encouraging measure of success. The Association grows continuously with the support and active involvement from all member companies, we share best practices and keep raising the bar on service excellence for ourselves, the service industry at large and Hong Kong.

Going forward, we wish to expand our scope to cover talent development, process management, service environment design, marketing strategies and service branding. These initiatives aim at stimulating innovative ideas of business executives and service personnel, elevating the quality of their customer service to a new height. This is the best way to uphold the competitive advantage of Hong Kong and its status of being an international customer service hub.

We have chosen to cover the macro aspect rather than details in preparing this Charter. This should attract more practitioners to focus and anchor their efforts in the endless journey of service excellence.

We welcome any feedback to make this work and to make this better. Please let us have your views and suggestions.

James Tong

Chairman

Hong Kong Association for Customer Service Excellence

序言

香港優質顧客服務協會非常高興與各會員分享香港首份「顧客服務約章」。香港優質顧客服務協會一直致力促進優質服務文化，提升香港的服務水平。多年來，我們一直竭力盡心，在各會員機構的全程參與，和各界的大力支持下，協會不斷成長，並取得一定成績，實在令人鼓舞，也令我們感到自豪。我們不但分享成功經驗，會員互相觀摩砥礪，無私分享，更自強不息地提高我們本身、整個行業，以至香港的優質服務水平。

未來，我們希望繼續將優質顧客服務推展至更廣泛的層面，無論在組織發展、人才培養、流程管理、服務界面及環境設計、以至市場策略、服務品牌等不同範疇，協助管理人和各從業員產生創新思維，並承先啟後，將顧客服務推至更高境界；因為這是確保香港保持競爭優勢的方法，讓香港繼續成為具國際地位的顧客服務中心。

這份約章旨在列出優質顧客服務的廣義指引而非具體內容，冀能吸引更多服務從業員以此作為藍本，不斷致力提供優質服務。

如各位對這份約章有任何意見和建議，歡迎隨時提出，務求令它更加完備。

唐偉邦

香港優質顧客服務協會主席

WE PLEDGE... 我們承諾

與顧客保持緊密聯繫，方法包括

- 了解顧客的需要、期望和他們的滿意程度
- 以公平、恭敬、忠誠的態度為顧客服務
 - 為顧客提供方便、體貼的服務
 - 主動彌補過失，改善服務質素

塑造和培養具以下特點的服務文化

- 授權僱員，提升工作滿足感
 - 鼓勵顧客表揚優質服務
- 與顧客建立長久而互有裨益的關係
 - 重視和採納顧客與僱員的意見
 - 不斷檢討和改善服務

提供優質服務，途徑包括

- 提供切合顧客需要的優質產品和服務
 - 不斷革新產品和服務
 - 提供物有所值的服務
- 培養知識豐富、專業敬業的服務員
- 機構的全體人員致力提供優質服務

to stay close to the customer by

- understanding customer needs, expectations and satisfaction
- treating customers with fairness, respect and integrity
- being accessible and attentive
- proactive service recovery

to shape and nurture a culture in which

- employees serve with empowerment and gratification
- customers are encouraged to appreciate good services
- a long-term and mutually rewarding customer relationship is promoted
- customer and employee feedback is treasured and acted upon
- review and service improvement are continuously made

to deliver service through

- quality products and services which consistently meet customer needs
- relentless product and service innovation
- value-for-money offerings
- knowledgeable, professional and dedicated staff
- organization-wide commitment to serve

WE COMMUNICATE... 我們樂於溝通

鼓勵從業員朝著同一目標和標準進發，
不斷精益求精

to encourage all to work toward the shared goal and
standards of service excellence

在香港確立優質服務的文化

to entrench the culture for service excellence
throughout Hong Kong

WE SHARE... 我們共同

交流達致成功的方法

best practices

分享經驗

lessons learnt

創造未來

the way forward



Founding Members 創會會員



香港賽馬會
The Hong Kong Jockey Club



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