



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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2014 SERVICE RETAILERS

OF THE YEAR - GRAND AWARD

LALIQUE

CATEGORY AWARD



ANTEPRIMA
WIREBAG

BELLE



Calvin Klein Jeans

CHINESE ARTS & CRAFTS
厚德·尊貴·傳承·至臻

OK便利店

Columbia



La Colline
Swiss Riviera Beauty Treatment

LADURÉE
Paris

LALIQUE

mannings Baby

mannings Plus

Pizza Hut
美味更多 Pizza & More



SOLVIL TITUS

GREAT PROGRESS AWARD

AGATHA PARIS

DATE:

27 April 2015

MEMORANDUM TO:

Members of the Hong Kong Retail Management Association and Fellow Retailers

SUBJECT:

2015 Service & Courtesy Award – Call for Entry

The Hong Kong Retail Management Association is proud to announce the launch of the 2015 Service & Courtesy Award and sincerely invites retailers to nominate retail sales staff to participate.

Call for Entry TV Commercial - Broadcast Channels

1) Via TV channels

	NowTV	Roadshow TV
Period:	30 April – 8 May 2015	27 April – 4 May 2015
Channel:	now HK (100), now News, Business News Channel	Bus TV
No. of spots:	390 spots	12 spots per day X 1,600 buses
Duration:	30 seconds	30 seconds

2) Via HKRMA online platforms

Channel	Link
Youtube	https://youtu.be/TUwHzoX4a1A
Facebook	https://www.facebook.com/hk.rma.5
Website	http://snc.hkrma.org/tc/



2014 SERVICE & COURTESY AWARD WINNERS



香港賽馬會
The Hong Kong Jockey Club



GIORGIANI

中国人寿
CHINA LIFE 海外

周大福
CHOW TAI FOOK

OK便利店

city'super



ECCO



G2000

HKT

YOSHINOYA
牛肉麵專門店

le saunda

LENSCRAFTERS

MARKS & SPENCER
LONDON

PHD

Pizza Hut
美味更多 Pizza & More

Calvin Klein Jeans

SASA
making life beautiful

SHISEIDO

ANTEPRIMA

THE HONG KONG RETAIL MANAGEMENT ASSOCIATION
HONG KONG RETAIL MANAGEMENT ASSOCIATION

apm

TAI HING



GNC
LIVE WELL



宜家家居

萬寧 mannings

TASTE & DELIGHTS

Toys R Us

ABOUT THE SERVICE & COURTESY AWARD

- Introduced by HKRMA since 1986.
- Highly recognized as the Oscars Award of the Retail Trade in Hong Kong.

OBJECTIVES

- To award individuals engaged in the frontline retail profession for their outstanding service.
- To upgrade the overall customer service standard of frontline retail staff and to increase the competitiveness of Hong Kong's retail industry.
- To set role models for fellow retail staff and to engage both the retail staff and their companies in the process of the award programme, and promote the importance of quality service among retail practitioners from frontline to management level.
- To promote the retail industry and attract fresh graduates or practitioners in other industries to take up retailing as their careers.

THEME & SLOGAN

- 30 Years of Concerted Efforts: A New Era of Service Excellence
[同心同行三十載 服務傳承新世代]

TARGET PARTICIPANTS

Frontline Retail Sales Staff (candidates have to be nominated by their employers)

WINNERS' BENEFITS

	Trophy / Award Certificate	Media Publicity	Attend HKRMA's 2015 Annual Dinner cum Retail Awards Presentation Ceremony	Overseas Study Tour
Category Award	✓	✓	✓	✓
SME Category	✓	✓	✓	
Earn & Learn Student Award	✓	✓	✓	
Outstanding Performance Award	✓	✓	✓	
The Best Team Award	✓	✓	✓	Half Price for Gold Award
The Potential Brand Award	✓	✓	✓	
Finalists		✓	✓	

JUDGING PROCEDURES

Phase 1: Mystery Shoppers Assessments **[July 2015]**

Phase 2: Preliminary Group Interviews with Judging Panel **[8-9 September 2015]**

Phase 3: Final Individual Interviews with Judging Panel **[16 October 2015]**

JUDGING CRITERIA

1. Professional Image
2. Presentation Skills
3. Interpersonal Skills
4. Service Concepts and Skills
5. Management Skills (applicable to Supervisory Level)

AWARD STRUCTURE

The 2015 Service & Courtesy Award consists of the following types of awards:

Individual Award

There are 2 levels of individual award:

Category Award

- (A) Junior Frontline Level
- (B) Supervisory Level

Individual Winners will be selected from each category of the Junior Frontline Level and Supervisory Level.

SME Category Award – Gold, Silver and Bronze

Earn & Learn Student Award **[NEW]**

This is opened to participating companies of Earn & Learn Pilot Scheme for Retail Industry. The nominees should be the student-worker of this scheme. The 3 participants with the highest scores will be selected as the Gold, Silver and Bronze Award winners.

Outstanding Performance Award

The top 10% participants with the highest rank from each category and level will be invited to go on stage to receive their certificates.

Excellent Service Star

Participants who get full score at Mystery Shopper Assessment will be awarded

Company Award

“The Best Team Performance Award” – Gold, Silver and Bronze

“The Potential Brand Award” – Gold, Silver and Bronze **[NEW]**

First time joining brand who nominate 3 participants from Junior Frontline Level and 1 participant from Supervisory Level can join this award. The 3 companies with the highest scores will be selected as the Gold, Silver and Bronze Award winners.

CATEGORIES

A minimum of 8 participants from 2 different companies are required to form one category.

A Service & Courtesy Award winner will be selected from each category for both award levels.

- | | |
|--|--|
| 1. Beauty Products / Cosmetics | 14. Infant & Child Merchandise |
| 2. Convenience Stores | 15. Personal Care Products |
| 3. Department Stores | 16. Professional |
| 4. Electronic & Electrical Appliances | 17. Restaurants – Asian Cuisine |
| 5. Eyewear | 18. Restaurants – Western Cuisine |
| 6. Fashion & Accessories | 19. Retail (Services) |
| 7. Fashion & Accessories – High Fashion | 20. Retail (Services) - Financial Institutions |
| 8. Fashion & Accessories – Sports and Outdoor Products | 21. Retail (Services) – Property Management |
| 9. Fastfood | 22. Retail (Services) - Public Utilities |
| 10. Food Shops | 23. Specialty Stores |
| 11. Footwear | 24. Supermarkets / Self-serviced Mega Stores |
| 12. Furniture & Home Accessories | 25. Telecommunications |
| 13. Health Care Products | 26. Watch & Jewellery |

AWARD PRESENTATION CEREMONY

An official award presentation ceremony will be held at the HKRMA's 2015 Annual Dinner cum Retail Awards Presentation Ceremony.

PROMOTION FOR THE WINNING COMPANIES

- Video Production
- Print Advertisement
- Newspaper Supplement
- HKRMA facebook
- HKRMA Youtube channel
- Service & Courtesy Award official website <http://snc.hkrma.org>

DEADLINE

29 May 2015 (for early bird rate) & 5 June 2015

SPONSORS

Sponsor



**American Express
International Inc.**

**Chinese Newspaper
Partner**



**Hong Kong
Economic Times**

**Exclusive Recruitment
Media Sponsor**



**Recruit & Company
Limited**

**Exclusive English
Newspaper Partner**



The Standard

ENQUIRY

Please download the Award Brochure and application forms at <http://snc.hkrma.org>

Tel: 2179 9409

Fax: 2866 8380

Email: snc@hkrma.org