



HONG KONG RETAIL MANAGEMENT ASSOCIATION

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2016 EXCELLENCE AWARD

DATE: 24 October 2017



MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers

2016 SERVICE RETAILERS OF THE YEAR

SUBJECT: 2017 Service & Courtesy Award – Winners Announcement
2017 傑出服務獎 – 結果公佈

Gold Award

T S L | 謝瑞麟

Silver Award

金至尊
3D-GOLD

Bronze Award



CATEGORY AWARD



CHEVIGNON



ASHWORTH



le saunda



0/3 baby



LALIQUE

Calvin Klein



T S L | 謝瑞麟

Introduced in 1986, the Service & Courtesy Award is highly respected as the Oscars of the retail trade in Hong Kong. The Award has been successful, over the years, in promoting the awareness of service within the retail industry, recognizing individual frontline retail practitioners for their service excellence and thus upgrading the standard of customer service and uplifting the service competitiveness of Hong Kong's retail industry. It has become a well-recognized annual activity that retail practitioners anticipate with keenness and excitement. Winners and their companies receive very extensive industry recognition and media coverage.

This year, the Association has received a total of 487 participants from 98 retail brands, including 307 participants in the Junior Frontline Level, 143 in the Supervisory Level, 2 in the Earn & Learn Student Category, 8 from the Social Enterprise Category and 26 from the newly-introduced New Participating Brands Category. 19 brands have also nominated their outlets to compete for our new 'Best Service Outlets' Award. The results are as follows:

- A total of 34 winners were selected from 18 categories in the Junior Frontline Level and 16 categories in Supervisory Level;
- 2 top performing individuals from the Earn & Learn Student Category and 3 from Social Enterprise Category were selected for Gold, Silver and Bronze Awards;
- 3 individuals were awarded the Gold, Silver and Bronze Awards of New Participating Brands Category in both Junior Frontline Level and Supervisory Level
- As for the company awards, 'The Best Team Performance Awards' and 'The Potential Brand Awards' went to the 3 top performing companies each;
- 10 outlets were selected for the 'Best Service Outlets' - Gold, Silver, Bronze Awards and Certificates of Merit respectively. 1 outlet was awarded 'The Most Popular Outlet'.
- A total of 11 participants ranking the top 10% from each category and level were granted for 'Outstanding Performance Award', while 10 participants, who received a full score at Mystery Shopper Assessment, were awarded as "Excellent Service Star".

2016 SERVICE & COURTESY AWARD WINNERS



The Association is pleased to have invited Miss Cathy Chu, JP, Commissioner for Tourism; Mr. Jeffrey Kam, Director, Global Merchant Services, American Express International, Inc.; Mr. Paul Ma, Chairman of the 2017 Service & Courtesy Award Organizing Committee; Ms. Bonnie Cheung, Vice-Chairman of the 2017 Service & Courtesy Award Organizing Committee and Mr. Thomson Cheng, Chairman of the Association to present awards to the winners at the Winners Announcement Ceremony held on 24 October 2017 at Kowloon Bay International Trade and Exhibition Centre (KITEC). (Please refer to attached list for the name and company of each award recipient.)

The Association would like to thank for the dedication and support of all judges, member companies, fellow retailers, and those who have contributed to the success of the 2017 Service & Courtesy Award.

Special thanks are extended to American Express International, Inc. for sponsoring the Award this year and introducing its Award Recognition Scheme through which trophies and promotion decals are presented to winning companies.

The Association also thanks media sponsors for the support of the Award this year:

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HONG KONG RETAIL MANAGEMENT ASSOCIATION
香 港 零 售 管 理 協 會

Results of 2017 Service & Courtesy Award
2017 傑出服務獎得獎名單

Individual Award Winner 個人獎項得獎者

Category 組別	Junior Frontline Level 基層級別	Supervisory Level 主管級別
Bakery Shops Category 麵包西餅店組別	Ms. Tao Wei Ying 陶偉英 MAXIM'S CATERERS LIMITED - MAXIM'S CAKES 美心食品有限公司 - 美心西餅	Ms. Wong Yuen Yi 王婉宜 MAXIM'S CATERERS LIMITED - MAXIM'S CAKES 美心食品有限公司 - 美心西餅
Convenience Stores / Supermarkets Category 便利店 / 超級市場組別	Ms. Leung Hiu Yan 梁曉欣 city'super	Mr. Man Kin Wa 文健樺 Circle K Convenience Stores (HK) Ltd OK 便利店有限公司
Fashion & Accessories Category 時裝飾物店組別	Ms. Chan Fung Ting 陳鳳婷 Giordano Limited - Giordano Ladies 佐丹奴有限公司 - Giordano Ladies	Ms. Woo Wing Chee 胡詠慈 Giordano Limited – Giordano 佐丹奴有限公司 - 佐丹奴
Fastfood Category 快餐店組別	Ms. Ho Lok Sum Tracy 何樂心 Café de Coral Holdings Limited - Café de Coral 大家樂集團有限公司 - 大家樂	Mr. Kwok Chung Wing 郭仲榮 Pizza Hut Hong Kong Management Limited - PHD 香港必勝客管理有限公司 - 薄餅博士
Food Shops Category 食品店組別		Ms. Leung Po Shan 梁堡珊 Coffee Concepts (Hong Kong) Ltd. - Starbucks HK Coffee Concepts (Hong Kong) Ltd. - 香港 星巴克
Footwear Category 鞋類組別	Ms. Pao Pei Chia, Daisy 包佩加 le saunda holdings ltd - le saunda 萊爾斯丹控股有限公司 - le saunda	
Furniture & Home Accessories Category 傢俱及居室用品組別	Mr. Fu Lai Yin, Tony 傅禮賢 Ulferts of Sweden (Far East) Ltd. - Ulferts 瑞典歐化(遠東)有限公司 - 歐化傢俬	Mr. Chong Man Fai, Man 莊文輝 Ulferts of Sweden (Far East) Ltd. - Ulferts 瑞典歐化(遠東)有限公司 - 歐化傢俬

Category 組別	Junior Frontline Level 基層級別	Supervisory Level 主管級別
Gift and Premium Stores Category 禮品及精品店組別	Mr. Cheng Chi Wai 鄭志偉 LOG-ON	Ms. Chan Kwok Ting, Rachel 陳國婷 Hong Kong Disneyland Resort - Hong Kong Disneyland Resort Merchandise 香港迪士尼樂園 - 香港迪士尼樂園商品部
Health Care Products Category 健康產品組別	Mr. Cheng Chi Wai 鄭志偉 Wai Yuen Tong (Retail) Ltd - Wai Yuen Tong 位元堂(零售)有限公司 - 位元堂	Mr. Ho Chi Wai 何志威 Wai Yuen Tong (Retail) Ltd - Wai Yuen Tong 位元堂(零售)有限公司 - 位元堂
Leisure & Entertainment Category 休閒及娛樂組別	Ms. Chung Man Shan 鍾汶珊 The Hong Kong Jockey Club 香港賽馬會	Mr. Li Cheuk Hin 李卓軒 The Hong Kong Jockey Club 香港賽馬會
Lifestyle Stores Category 潮流生活店組別	Ms. Lau Luk Ching, Lusy 劉錄澄 Sa Sa Cosmetic Company limited - Sa Sa 莎莎化粧品有限公司 - 莎莎	Ms. Lau Yuen Yu, Ally 劉苑如 Sa Sa Cosmetic Company limited - Sa Sa 莎莎化粧品有限公司 - 莎莎
Property Management Category 商場管理組別	Ms. Venus Lam 林騫好 Discovery Park Commercial Services Ltd. 愉景新城	
Quality Living Category 優質家居組別	Ms. So Tsz Wing, Wing 蘇芷泳 HKT Limited - Customer Service Center 香港電訊 - 客戶服務中心	
Restaurants - Chinese Cuisine Category 餐廳 - 中式菜系組別	Ms. Li Xin 李鑫 Tai Hing Catering Group - Tai Hing Restaurant 太興飲食集團 - 太興餐廳	Ms. Liu Tsz Ying 廖子瑩 Tao Heung Group Limited - Chung's Cuisine 稻香集團 - 鍾菜
Restaurants - Western Cuisine & Specialities Category 餐廳 - 西式及特色菜系組別	Ms. Lam Mei Ki 林美其 Pizza Hut Hong Kong Management Limited - Pizza Hut 香港必勝客管理有限公司 - 必勝客	Mr. Hung Sze Lung 洪斯龍 Pizza Hut Hong Kong Management Limited - Pizza Hut 香港必勝客管理有限公司 - 必勝客

Category 組別	Junior Frontline Level 基層級別	Supervisory Level 主管級別
Retail (Services) Category 零售(服務)組別		Ms. Li Shuk Man, Angela 李淑文 HKT Limited - Customer Service Center 香港電訊 - 客戶服務中心
Telecommunications Category 電訊組別	Mr. Kung Wai Hang Aon 龔偉恒 CSL Mobile Limited - CSL 香港移動通訊有限公司 - CSL	Mr. Mak Lok Man 麥洛民 CSL Mobile Limited - CSL 香港移動通訊有限公司 - CSL
Theme Parks & Attractions Category 主題樂園及景點組別	Ms. Wong Tak Kwan 黃德君 Hong Kong Disneyland Resort - Hong Kong Disneyland Resort 香港迪士尼樂園 - 香港迪士尼樂園商品部	
Watch & Jewellery Category 鐘錶及珠寶店組別	Mr. Wong Kin On Kenneth 黃健安 Chow Tai Fook Jewellery Group Limited - Chow Tai Fook 周大福珠寶集團有限公司 - 周大福	Ms. Hui Man Wai Vivian 許文慧 Chow Tai Fook Jewellery Group Limited - Chow Tai Fook 周大福珠寶集團有限公司 - 周大福
Wedding Merchants Category 婚禮商戶組別	Ms. Leung Hiu Wai, Ruby 梁曉慧 The Lifestyle Group – ClubONE 時代生活集團 - 會所 1 号	Ms. Yuen Wing Hei Vanessa 阮穎希 Stan Group (Holdings) Limited - Lafayette Wedding 陞域(控股)有限公司 - 拉斐特婚禮統籌有限公司

Earn & Learn Student Category Earn & Learn 學生組別得獎者

Gold Award 金獎	Silver Award 銀獎
Ms. Chau Ho Leung 周灝樑 CSL Mobile Limited – CSL 香港移動通訊有限公司 - CSL	Mr. Ma Po Yin 馬寶賢 Circle K Convenience Stores (HK) Ltd OK 便利店有限公司

Social Enterprises Category 社企組別得獎者

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
Ms. Hui Wai Man 許慧雯 Tung Wah Group of Hospitals - Rinato Eco Floral Shop 東華三院 - 兩生花花店	Mr. Wong Chi Fai 黃志輝 New Life Psychiatric Rehabilitation Association - farmfresh330 新生精神康復會 - 農社 330	Ms. YIP YIM YUK 葉灑玉 St. James' Settlement - Green Ladies 聖雅各福群會 - Green Ladies

New Participating Brands Category S&C 新秀組別得獎者**基層級別**

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
Mr. Ku Chun Sing, Anson 顧俊昇 HKT Limited - Smart Living	Ms. Chan Siu Kuen 陳笑娟 Perfect Resources (HK) Limited 完美資源(香港)有限公司	Ms. Choi Yan Kit, Kit 蔡欣潔 HKT Limited - Smart Living

主管級別

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
Mr. Lam Wing Ho, Noah 林泳浩 HKT Limited - Smart Living	Ms. Cheung Fung Ming 張鳳鳴 Golden Legend Enterprises Limited - Director's Club 金俊企業有限公司 - 董事會	Ms. Yu Pik Wan 余碧雲 Day Glow International Group Ltd. - American Bedding 大通國際集團有限公司 - 美國抗敏 感用品專家

Company Award - The Best Team Performance Award 公司獎項 - 最佳參賽隊伍獎

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
<p>Sa Sa Cosmetic Company limited - Sa Sa 莎莎化粧品有限公司 - 莎莎</p> <ul style="list-style-type: none"> Ms. Lau Luk Ching, Lusy 劉錄澄 Ms. Wan Ka Man, Carman 溫嘉雯 Ms. Yu Yuet Sze, Ceci 余悅思 Ms. Lau Yuen Yu, Ally 劉苑如 	<p>Ulferts of Sweden (Far East) Ltd. - Ulferts 瑞典歐化(遠東)有限公司 - 歐化傢俬</p> <ul style="list-style-type: none"> Ms. Chan Tsz Ting, Sonia 陳梓婷 Mr. Fu Lai Yin, Tony 傅禮賢 Mr. Li Hung Tan, Zill 李鴻丹 Mr. Chong Man Fai, Man 莊文輝 	<p>MAXIM'S CATERERS LIMITED - MAXIM'S CAKES 美心食品有限公司 - 美心西餅</p> <ul style="list-style-type: none"> Ms. Hui Hoi Yin 許凱燕 Ms. Li Mengsi 李夢思 Ms. Tao Wei Ying 陶偉英 Ms. Wong Yuen Yi 王婉宜

Company Award - The Potential Brand Award 公司獎項 - 最具潛質品牌獎

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
<p>HKT Limited - Smart Living</p> <ul style="list-style-type: none"> Mr. Fok Chin Ho, Allen 霍展豪 Mr. Ku Chun Sing, Anson 顧俊昇 Ms. Choi Yan Kit, Kit 蔡欣潔 Mr. Lam Wing Ho, Noah 林泳浩 	<p>Golden Legend Enterprises Limited - Director's Club 金俊企業有限公司 - 董事會</p> <ul style="list-style-type: none"> Mr. Fung Siu Tung 馮兆東 Ms. Chan Sze Man 陳詩敏 Ms. Cheng Suk Yin 鄭淑賢 Ms. Cheung Fung Ming 張鳳鳴 	<p>Tai Fu Loy Investment Company Limited - TFL 大富來投資有限公司 - TFL</p> <ul style="list-style-type: none"> Mr. Tsui Kai Yan 徐啟昕 Ms. Fong Ho Ying 方可盈 Ms. Lau Ka Yin 劉嘉燕 Mr. Mok Wing Hang 莫永恆

Company Award - Best Service Outlets 公司獎項 - 傑出服務店舖

Gold Award 金獎	TSL Jewellery - China Hong Kong City Branch TSL 謝瑞麟 - 尖沙咀中港城店
Silver Award 銀獎	HKT - Tuen Mun Town Plaza HKT Shop 香港電訊 - 屯門市廣場 HKT 專門店
Bronze Award 銅獎	UA Cinemas - UA Cine Times 娛藝(UA) 院線 - UA Cine Times
Certificates of Merit 嘉許證書 (排名不分先後)	<ul style="list-style-type: none"> Chow Tai Fook - 2nd Jordan Branch 周大福 - 佐敦第二分店 HKT Limited - Sheung Wan Customer Service Center 香港電訊 - 上環客戶服務中心 (The Most Popular Outlet Award 最受歡迎店舖獎) HKT Limited - Smart Living Store HomeSquare New Town Plaza III 沙田新城市廣場三期 Tai Hing Restaurant - Pacifica Mall Branch 太興餐廳 - 荔枝角宇晴軒店 Chung's Cuisine - Tao Heung Training Restaurant 鍾菜 - 稻香訓練酒樓

Excellent Service Star 優質服務之星

Company Name (Eng)	Company Name (Chin)	Name(Eng)	Name (Chin)
HKT Limited - HKT	香港電訊有限公司 - 香港電訊	Mr. Chan Heung Wah	陳向華
MAXIM'S CATERERS LIMITED - MAXIM'S CAKES	美心食品有限公司 - 美心西餅	Ms. Kwan Yin Ping	關燕平
G2000 (APPAREL) LIMITED - G2000	縱橫二千集團 - G2000	Ms. Siu Li Li, Lily	尚莉莉
The Hong Kong Jockey Club	香港賽馬會	Ms. Sin Chung Wai, Vivian	冼仲慧
The Hong Kong Jockey Club	香港賽馬會	Ms. Chung Man Shan	鍾汶珊
Golden Legend Enterprises Limited - Director's Club	金俊企業有限公司 - 董事會	Ms. Chan Sze Man	陳詩敏
Pizza Hut Hong Kong Management Limited - Pizza Hut	香港必勝客管理有限公司 - 必勝客	Ms. Lam Mei Ki	林美其
TSL Jewellery (HK) Co. Limited - TSL Jewellery	謝瑞麟珠寶(香港)有限公司 - TSL 謝瑞麟	Mr. So Chun Chiu	蘇振超
Prince Jewellery & Watch Company Limited - Prince	太子珠寶鐘錶有限公司 - 太子	Ms. Lo Wai Chi, Rachel	盧慧芝
Prince Jewellery & Watch Company Limited - Prince	太子珠寶鐘錶有限公司 - 太子	Mr. Kwok Wai Kin, Zita	郭焯鍵

Outstanding Performance Award Winners 優越表現獎得獎者 (排名不分先後)

Junior Frontline Level 基層級別

Category (Eng)	Category (Chin)	Company Name (Eng)	Company Name (Chin)	Name(Eng)	Name (Chin)
Bakery Shops Category	麵包西餅店組別	MAXIM'S CATERERS LIMITED - MAXIM'S CAKES	美心食品有限公司 - 美心西餅	Ms. LI MENGSI	李梦思
Furniture & Home Accessories Category	傢俱及居室用品組別	Ulferts of Sweden (Far East) Ltd. - Ulferts	瑞典歐化(遠東)有限公司 - 歐化傢俬	Mr. Li Hung Tan, Zill	李鴻丹
Leisure & Entertainment Category	休閒及娛樂組別	The Hong Kong Jockey Club	香港賽馬會	Ms. Leung Hoi Ching	梁海晴
Lifestyle Stores Category	潮流生活店組別	Sa Sa Cosmetic Company limited - Sa Sa	莎莎化粧品有限公司 - 莎莎	Ms. Wan Ka Man, Carman	溫嘉雯
Lifestyle Stores Category	潮流生活店組別	Sa Sa Cosmetic Company limited - Sa Sa	莎莎化粧品有限公司 - 莎莎	Ms. Yu Yuet Sze, Ceci	余悅思

Property Management Category	商場管理組別	Sun Hung Kai Real Estate Agency Limited - MOKO	新鴻基地產代理有限公司 - MOKO 新世紀廣場	Ms. Lee Yuet Kei, Acacia	李玥琦
Restaurants - Chinese Cuisine Category	餐廳 - 中式菜系組別	Tai Hing Catering Group - Tai Hing Restaurant	太興飲食集團 - 太興餐廳	Ms. Yeung Tsan	楊燦
Telecommunications Category	電訊組別	CSL Mobile Limited - CSL	香港移動通訊有限公司 - CSL	Mr. Lau Yu Wai Ray	劉漁韋
Telecommunications Category	電訊組別	HKT Limited - HKT	香港電訊有限公司 - 香港電訊	Mr. Wu Wai Pun Edward	胡渭斌
Watch & Jewellery Category	鐘錶及珠寶店組別	Chow Tai Fook Jewellery Group Limited - Chow Tai Fook	周大福珠寶集團有限公司 - 周大福	Ms. CHEUNG SIN MAN JESSICA	張倩敏
Watch & Jewellery Category	鐘錶及珠寶店組別	Chow Tai Fook Jewellery Group Limited - Chow Tai Fook	周大福珠寶集團有限公司 - 周大福	Mr. CHUNG HO YIN	鍾浩賢