



Deadline截至日期: 31-07-2026 Email to sta@hkrma.org

2026 Retail Excellence Award

2026 傑出服務策劃大獎

Programme Introduction項目簡介

Please complete the following parts **ALL in ENGLISH or ALL in Chinese** and put ✓ where appropriate.

請以全英文 或全中文完成以下各部份及在適當位置填上✓。

Company Information 公司資料

Company Name 公司名稱	(English)	
	(中文)	
Retail Category 零售業務類別		

Introduction of the Programme 參賽項目簡介

1.	Theme of the Programme 參賽項目主題 (Not more than 10 words 不多於10字)
2.	Know Your Customers 了解顧客 (25%) ☐ We had a clear target audience and done sufficient research to learn the audience needs 我們清楚明確地定義了目標受眾，並進行了足夠的研究以了解受眾的需求 ☐ We set clear objective(s) to directly or indirectly enhance customer experience 我們設定了明確的目標以求直接或間接增強客戶體驗 ☐ We devised suitable strategies and initiatives based on the objective(s) 我們根據目標制定了適當的策略和措施 Please elaborate the above and other relevant points in no more than 300 words. 請以不超過300字的篇幅詳細說明上述內容和其他相關要點。

3. **Innovation**創意 (25%)

- ☐ We embraced innovation in our service design/ delivery and stroke to provide a unique experience to customers我們在服務的制定和實施中融入了創新元素, 力求為客戶提供獨特的體驗
- ☐ Our Innovation covered the following area(s): 我們的創新元素涵蓋以下層面:
 - ☐ Service Design服務設計
 - ☐ Selling/ Service Delivery Process 銷售/服務流程
 - ☐ Customer Relationship Management 顧客關係管理
 - ☐ Staff Training員工培訓
 - ☐ Technology Application 科技應用
 - ☐ Others 其他

Please elaborate the above and other relevant points in no more than 300 words. 請以不超過300字的篇幅詳細說明上述內容和其他相關要點。

4 **Teamwork團隊合作 (25%)**

- ☐ We involved and engaged relevant stakeholders (e.g. top management, frontline...etc) in the objective setting, service design and delivery 我們讓相關的同事(例如高層管理人員、前線人員等)參與目標設定、服務設計和執行
- ☐ We set a clear timeline for different deliverables and made sure the programme was effectively implemented. 我們為不同的措施設定了明確的時間表, 並確保計劃得以有效實施
- ☐ Our team was agile and quick to address internal/ external challenges 團隊具有敏捷性, 能夠迅速應對內部/外部挑戰

Please elaborate the above and other relevant points in no more than 300 words. 請以不超過300字的篇幅詳細說明上述內容和其他相關要點。

5 **Results成效 (25%)**

- ☐ We had an effective assessment mechanism to measure the programme effectiveness 我們擁有有效的評估機制, 以衡量方案的效果
- ☐ We achieved the objective(s) with measurable results 我們實現了目標並取得了可衡量的成果
- ☐ The results contributed to support the sustainable enhancement in customer service結果有助於持續增強客戶服務
- ☐ We are satisfied with the effectiveness of the resource and manpower cost devoted to the programme 我們對為該方案投入的資源和人力成本而得出的效果感到滿意

Please elaborate the above and other relevant points in no more than 300 words. 請以不超過300字的篇幅詳細說明上述內容和其他相關要點。

Other reference information 其他參考資料

6 Please put ✓ and provide related reference of your campaign (if applicable).

請填上 ✓ 並提供參賽項目的相關參考資料(如適用)。

	Brochure小冊子	Please provide e-version if have. 如有, 請附上電子版本。
	Media interview媒體採訪	
	Related photo/ video相關相片/短片	
	Website網站	http://
	Other, please state 其他, 請說明	

Declaration聲明

I declare that I have been authorized by the company of the present application and submission to make the following declaration:

本人謹此聲明, 本人已獲本申請的公司授權作出以下聲明:

☐

The information stated in this campaign introduction are real and authorized.

此項目簡介所提供的資料均為真實及已授權。

Signature

:

簽署

Name:

姓名

Title:

職位:

Company Chop:

公司蓋印

Date:

日期