



The Association is pleased to announce the seasonal "Service Industry Leaders" and "Service Category Leaders" award of the 4<sup>th</sup> quarter (July to September) under "HKRMA Mystery Shopper Programme" (MSP). **The programme will be given a new name "Quality Service Programme" (QSP) in 2020, with three important service elements including "Quality Service", "Satisfied Customer" and "Professional Staff". All seasonal and annual awards remain unchanged.**

香港零售管理協會欣然宣佈「2019 神秘顧客計劃」第四季 (7 月至 9 月) 的「行業服務領袖」及「組別服務領袖」季度得獎品牌。計劃將於 2020 年起加入新元素，改名為「優質服務計劃」，代表得獎品牌均達到『優質服務』、『顧客滿意』和『專業員工』三個重要的『優質服務』元素。所有季度及年度相關獎項將維持不變。



## Service Industry Leader 行業服務領袖

The brands that scored the TOP 3 highest overall percentage among all participating retails brands for this period. 是次評審期內於所有參與品牌中整體成績得分最高的首三個品牌。

### GOLD AWARD 金獎

CSS  
粵港澳港周生生

英皇鐘錶珠寶  
EMPEROR WATCH AND JEWELLERY

La Colline  
Swiss Riviera Beauty Treatment

### SILVER AWARD 銀獎

金至尊  
3DG Jewellery

### BRONZE AWARD 銅獎

周生生 (how Sang Sang)

## Service Category Leaders 組別服務領袖

The brand that scored the highest percentage within its own business category during the assessment period.  
是次評審期內於各個組別中整體成績得分最高的品牌。

Automobile

汽車組別



Audi

Beauty Products / Cosmetics

化粧品店組別



Department Stores

百貨公司組別



Electronic & Electrical Appliances

電子及電器店組別

SONY

Fashion & Accessories

時裝飾物店組別

CHEVIGNON  
FRANCE

Fashion & Accessories – High Fashion

高級時裝組別

3.1 Phillip Lim

Fashion & Accessories – Sports & Outdoor  
Products

運動及戶外用品組別



Fastfood / Restaurants

快餐店 / 餐廳及酒樓組別



Footwear

鞋類組別

Jipi Japa

Furniture & Home Accessories

傢俱及居室用品組別

Ulferts | 歐化傢俬

Health Care Products

健康產品組別

**GNC**  
LIVE WELL

Infant and Child Merchandise

嬰兒及兒童商品組別

萬寧 **mannings** *Baby*

Personal Care Products

個人護理產品組別

**mannings** *Plus*

Quality Living

優質家居生活組別

**HKT** 香港電訊

Premium Life-Style

高雅·時尚生活品味組別

CHINESE **中藝** ARTS & CRAFTS  
SINCE 1959

LALIQUE

Retail (Services)

零售(服務)組別

 **港燈**  
HK Electric

Specialty Stores – Physical Wellness (Health / Vision)

專門店 - 體健及視光產品組別

 **尚健維佳**  
Celki VitalAire

Shopping Mall

商場組別

cityplaza

PACIFIC PLACE

Specialty Stores - Underwear & Nightwear

專門店 - 內衣及家居服組別

**CALVIN KLEIN**  
UNDERWEAR

Supermarkets

超級市場組別

 **大昌食品**

Telecommunications

電訊產品組別

**HKT** 香港電訊

Well-Being Products

健態生活產品組別



Watch & Jewellery

鐘錶及珠寶店組別

**CSS**  
粵港澳湛周生生

  
**英皇鐘錶珠寶**  
EMPEROR WATCH AND JEWELLERY