

Students Discover the Art of Retailing

零售的藝術

Twenty students from Po Leung Kuk Tang Yuk Tien College joined the Nuance Watson's (HK) "Airport Retail Young Crew Member Workshop" recently under the Chamber's Business-School Partnership Programme. The goal of the exercise was to familiarize students with the retail industry and to instil in them the importance of excellent customer service.

The programme started with a warehouse visit where students learned about modern warehouse facilities and the Schaefer racking system. Students were also taught about the importance of warehouse efficiency as well as storage and handling of goods. In the afternoon, they were introduced to the values of customer service where Nuance-Watson introduced its "6-Step Best Service" to the students, which encapsulates the concept of excellent customer services.

On the second day, 10 students visited Nuance-Watson (HK)'s anchor stores as well as gate stores where they learned about the positioning of goods to optimize the flow of travellers. To put into practice what they had learned, students were given real life experiences by interacting with travellers.



The workshop concluded with a sharing session in which they said they gained an insight into warehouse operations, as well as the art and importance of excellent customer service in the retail sector. ✿



在總商會「商校交流計劃」的安排下，20位來自保良局董玉娣中學的學生於4月10至11日參加了大型零售商Nuance Watson (HK)的「機場零售年青服務員工作坊」。該活動的目標是讓學生認識零售業的運作，使他們了解卓越顧客服務的重要性。

在活動第一天，學生先前往倉庫考察現代倉庫設施及Schaefer貨架系統，以了解倉庫效率的重要性，以及各種不同貨物的儲存和處理方式。當日下午，Nuance-Watson代表向學生介紹他們公司的「最佳服務六步曲」，闡釋卓越顧客服務的概念和價值。

第二天，10位學生獲安排參觀Nuance-Watson (HK)旗下的主力商店和小店，認識如何透過店舖的位置編排，促進訪客流量。為了

讓他們學以致用，學生亦有機會親自與訪客互動，以汲取實際經驗。

在最後的分享環節上，學生均表示是次工作坊加深了他們對零售業倉庫運作的認識，以及優質顧客服務的技巧和重要性。 ✿

