



# Service with a Smile

## 以誠待客

Students learn  
the art of good  
customer service  
學生認識優質  
客戶服務的藝術

**T**he Dairy Farm Company Ltd is one of Hong Kong's oldest and most respected companies. It is also a major employer, with over 97,000 people employed in its 5,700 outlets in pan-Asia. Unsurprisingly, it has perfected its recruitment process and can quickly weed out weak job seekers.

So what advice would Rain Leung, Human Resources Officer, Resourcing – The Dairy Farm Company Ltd., give to potential candidates to increase their chances of being hired?

“Being well prepared is always the key to success for job interviews,” she told 20 fourth and fifth form students from St Francis’ Canossian College.

She said four simple – yet crucial – questions that job seekers should be able to answer articulately are:

### Students' Views 學生評價





1. Why are you interested in this job?
2. Do you think you are capable of doing this job?
3. Why do you think you are suitable for this job?
4. What are your expectations of this job?"

This was the second activity this year that Dairy Farm planned for students participating in the Chamber's Business-Schools Partnership Programme. Teresa Tai, Senior HR Officer, Resourcing, Dairy Farm, introduced the company's operations and culture, and the responsibilities of various staff earlier in the year.

This was followed up recently with an interview workshop. Students were given their first taste of a real job interview for the position of a 7-eleven store manager, which involved filling out an application form, doing a written test, and being interviewed.

"I never imagined that a job interview will be like that," said student Shirley Kam. "I am impressed with this practical and useful workshop, and the written test was not easy."

Rain told students to try and make eye contact during interviews, and being confident always creates a positive impression on interviewers. "Character is an important element that interviewers look for, as other skills can be trained. We want cheerful people for the service industry," added Teresa.

Students were also given the opportunity to train as a cashier. "Being a cashier not only requires knowledge about our products, but also requires good customer service skills," said trainer Cindy Mak. "Greeting customers with proper eye contact and a smile should be the basic manners that all cashiers must possess."

Students then tried their hand at being a cashier and were walked through the entire process, from greeting customers to ringing up sales, to weighing goods and collecting payment.

During the question and answer session, students asked about deliveries, return policies, and the use of RMB in supermarkets so that they would understand the more complicated aspects of being a cashier. ❀

"Lack of experience will be our biggest challenge as students when we start work. Besides having a good educational background, we also need to be all rounded and know more about the real business world."

— **Bella Lai**

「初出茅廬時，缺乏經驗是我們最大的挑戰。除了良好的教育背景，我們亦要注重全面發展，對真實的商業世界了解更多。」

— 賴嫺賢



"The Business-Schools Partnership Programme provides us with a chance to understand how companies operate, which will be useful when we enter the business world."

— **Shirley Kam**

「『商校交流計劃』讓我們有機會了解公司營運，有助我們投身商業社會。」

— 金靄雯



**牛**奶有限公司是香港最歷史悠久、最有地位的企業之一，亦是本港一大僱主，其遍布泛亞地區的5,700家分店共聘超過97,000位員工。無疑，他們的招聘過程成熟完善，能迅速汰弱留強。

牛奶有限公司人力資源主任梁兆君會對準應徵者提供甚麼建議，以提升其獲聘機會？

她向20位嘉諾撒聖方濟各書院的中四、五生表示：「準備充足一向是面試的成功關鍵。」

她說，應徵者必須明確回答以下四條簡單但決定性的問題：

1. 你為何對這份工作有興趣？
2. 你認為自己能否勝任這份工作？
3. 為何你認為自己適合這份工作？
4. 你對這份工作有何期望？

透過總商會的「商校交流計劃」，今次是牛奶公司本年度為學生安排的第二次活動。牛奶公司高級人力資源主任戴燕媚早前曾介紹公司的營運和文化，以及不同員工的職責。

最近該公司舉辦了一個面試工作坊，作為交流計劃的第二部分。學生首次體驗一場真正的招聘面試，模擬應徵7-Eleven便利店的店務經理，過程包括填寫申請表、進行筆試和面試。

「我從未想過面試是這樣的。」學生金靄雯說：「這個工作坊非常實用，筆試並不容易，絕對是個難忘的經驗。」

梁兆君向學生表示，嘗試在面試時與考官作眼神交流，而表現自信可讓對方留下良好印象。戴燕媚補充說：「其他技能尚可慢慢培養，但品格卻是考官很看重的一環。我們希望物色性格開朗的人，投身服務行業。」

學生亦有機會參與收銀員培訓。「身為收銀員除了要熟悉公司產品，還要具備良好的客戶服務技能。」導師麥美蘭說：「向客人送上親切的眼神接觸和笑容，是所有收銀員必須抱持的基本態度。」

學生其後可嘗試擔任收銀員，由與客人打招呼，到貨物過機、磅重到收款等，體驗整個過程。

在問答環節中，學生問了關於超市送貨、退貨和使用人民幣等問題，以了解收銀工作較為複雜的一面。✿

## Students' Views 學生評價



“We need to deal with different people when we start work, just like a cashier needs to adjust according to changing circumstances. This requires accumulate working experience.”

– Bonnie Choi

「我們投身社會後要與不同的人相處，正如一位收銀員要根據不同情況作出應變。這需要累積工作經驗。」

– 蔡鈺樺



“When I was young, my dream job was to be a cashier. After today's cashier training, I found that being a cashier is not an easy job as it requires technical skills as well as good customer service.”

– Yuki Yeung

「我小時候的夢想是做收銀員。經過今天的收銀員培訓，我發現這份工作並不容易，因為這需要專業技能和良好的客戶服務。」

– 楊靄鈴



“The three activities that Dairy Farm arranged provided us with a better understanding of what technical skills, interview skills and customer service skills that we will need to better prepare for our future career.”

– Joan Yeung

「牛奶公司為我們安排的三項活動，讓我們更了解所需的專業技能、面試技巧和客戶服務技能，為未來事業作更好準備。」

– 楊予