



Finding The Link

Students discover the importance of good customer service at Lok Fu Plaza, writes staff reporter **Kylie Lau**

We sometimes tend to take good service for granted, but as students from Fan-ling Kau Yan College discovered, there is more to customer service than just being polite.

“To be a good customer service ambassador, every step needs to be taken seriously, from their appearance, greeting customers, handling enquires to closing,” explained Sonia Hui, Assistant Learning & Development Officer, The Link Management Limited (The Link), who taught students the four steps of customer service.

The Link currently owns and manages approximately 180 properties, including around 150 shopping centres, which touch many people’s daily lives. To find out how the company serves and satisfies the public and tenants, the 53 students spoke directly to The Link’s CEO during an office visit as part of the Chamber’s Business-Schools Partnership Programme.

“We emphasise sustainable development. We need to have a comprehensive plan to cater to the needs of the community, the environment, tenants and employees,” said George Hongchoy, Chief Executive Officer of The Link.

He cited Stanley Plaza as a prime example of how innovative elements have turned the once run-of-the-mill shopping centre into Hong Kong’s first dog-friendly shopping centre and also a tourist spot. Hongchoy also showed students how the revitalisation of Lok Fu Market turned a traditional wet market into a contemporary grocery shopping destination. As a result, residents in the neighbourhood appreciate the new facilities and tenants are eager to rent retail space there.

He stressed that The Link is a people business and his employees

Students’ Views 學生評價

“I now understand how The Link values sustainable development, and I was also impressed with how the CEO needs to lead staff as a team to achieve goals.”

— **Hui Ka Ying**

「我現在了解到領匯十分重視可持續發展，而對於行政總裁如何引領整個團隊達成目標，亦令我印象深刻。」

— **許嘉盈**

“I was amazed by how complicated it is to put together the right trade-mix or tenant-mix within a shopping mall. The location of each shop inside a shopping mall is well planned out, and not just randomly placed as I imagined before.”

— **Chung Tsz Ching**

「購物商場的行業或商戶組合設計精密，讓我眼界大開。場內每個商舖的位置都經過悉心策劃，而非我心目中的隨意安排。」

— **鍾芷程**



領會・領匯

學生參觀樂富廣場，了解優質客戶服務的重要性 本刊記者劉寶馨

are the most important factor in the company's success. "The first mission of any CEO is to lead employees to success. We aim to develop a team of stars by cultivating a team spirit, which is vital for any organisation's success," he said.

Students found out for themselves the importance of team spirit, as they were divided into groups to tackle various scenarios. After this exercise, students took up the job of customer service ambassadors in Lok Fu Plaza, where they put what they had learned into practice in dealing with the general public. ❀

我們有時會視優質服務為理所當然，但粉嶺救恩書院的學生發現，客戶服務除了講求誠懇有禮，原來還有很多學問。

領匯管理有限公司（「領匯」）助理人力資源培訓及發展主任許媛琦，向學生講解客戶服務四步曲。她說：「要成為傑出的客戶服務大使，就要從儀表、問好、處理查詢到道別，每一步都做到一絲不苟。」

領匯現時持有和管理約180項物業，包括超過150個購物中心，照顧許多市民的日常所需。在總商會「商校交流計劃」下，53位學生獲安排參觀領匯辦事處，與領匯的行政總裁直接交流，了解該公司如何照顧和滿足市民和商戶的需要。

領匯行政總裁王國龍說：「我們著重可持續發展，因此要制訂全面的計劃，致力滿足社區、環境、商戶和僱員的需要。」

他以赤柱廣場為例，說明他們如何利用創新元素，把平平無奇的購物中心，搖身一變成為全港首個歡迎狗隻的商場和旅遊景點。王國龍亦向學生展示樂富街市的活化工程如何把傳統的鮮活街市，轉型為現代化的雜貨購物點。新設施除了便利居民，還吸引了商戶進駐。

他強調，領匯業務以人為本，因此僱員是公司的致勝關鍵。他說：「行政總裁的首要任務，是帶領僱員邁向成功。我們致力透過培育團隊精神，以發展優秀的團隊，這正是所有機構的成功要素。」

其後，學生分組應付不同情境，親身體驗團隊精神的重要性，繼而前往樂富廣場擔任客戶服務大使，直接面對市民大眾，學以致用。❀

"The programme gave us a valuable insight into business, and we could even talk with the CEO to learn about his experiences. This was very different from what we learn in school."

— Cheung Wing Han

「是次活動讓我們有機會深入了解商業運作，甚至能夠與行政總裁直接對話，聽他分享其管理經驗。這與我們從課堂所學的截然不同。」

— 張穎嫻

To join this meaningful and exclusive programme, please contact Karen Fung at 2823-1240 or email kfung@chamber.org.hk.

如欲參與這個有意義的計劃，請與本會馮小姐聯絡（電話：2823-1240；電郵：kfung@chamber.org.hk）