

「貼心企業」  
**Consumer**  
*Caring 2017*

By GS1 Hong Kong 香港貨品編碼協會



**2017年貼心企業嘉許計劃**  
**CONSUMER CARING SCHEME 2017**



**準則及定義**  
PRINCIPLES  
AND  
DEFINITIONS

## 宗旨 OBJECTIVE

「貼心企業」嘉許計劃旨在表揚「以消費者為先」的本地企業，通過應用資訊科技，實踐與消費者價值相關策略，最終全面提升各行各業的產品及服務水平。

The Consumer Caring Scheme is to recognise local enterprises which demonstrate excellence in consumer care through effective use of technology and practice of consumer value-related strategies with the ultimate goal to lift industry's overall capabilities in delivering consumer products and services.

### 1 全面關愛消費者 Caring for Consumers

為消費者提供最貼心細緻的產品/服務，  
整體質素遠超消費者所想

Provide consumers with the best product/ service level all the time and to exceed consumers' expectations whenever possible



### 2 實踐承諾 Keeping Promises

持續改善營運流程，履行優質服務  
與質素承諾

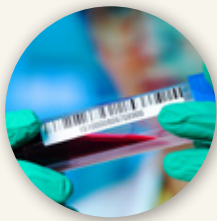
Demonstrate continuous improvement in operation efficiency and fulfill commitment to delivering excellent services



### 3 監控品質與安全 Ensuring Product Quality and Safety

引進資訊科技及應用國際標準，  
加強供應鏈協作，全面提升產品  
質量與安全

Apply information technology and global standards to facilitate collaboration amongst supply chain stakeholders and enhance the overall product quality and safety standards



### 4 用心聆聽 Listening to Consumers

透過不同渠道主動收集客戶的  
意見，了解消費者的需要，予以  
適當資訊和選擇

Proactively solicit feedback from consumers to ensure a thorough understanding of their needs and provide them with the most relevant information and choices



### 5 專注服務質素 Focusing on Service Quality

向消費者提供適時及具彈性的服務  
Offer timely and flexible services to consumers



### 6 心繫消費者 Being Sincere

由心出發，用心與消費者溝通，  
給予最大的信心

Interact with consumers with sincerity, giving them the greatest confidence



### 7 關懷員工 Caring for Employees

為員工提供友善的工作環境、  
多元化的知識技術訓練，促進  
員工發展，與時並進

Provide employees with a friendly, supportive working environment and a wide range of training programmes to enhance the capabilities and competencies of the staff to keep pace with the technological advancement and changing business landscape



## 可享權益 ENTITLEMENTS

企業在計劃計分卡及消費者調查均取得合格分數，便可獲「貼心企業」的殊榮，並且獲授權於認可公司或產品相關的市場推廣物品上使用「貼心企業」標誌。

Companies will be addressed as 'Consumer Caring Companies' if they attain a passing score on both the scheme's scorecard and the consumer survey. They will be entitled to use the "Consumer Caring Logo" in marketing materials relevant to the acknowledged product(s).



## 媒體報導機會 MEDIA EXPOSURE OPPORTUNITIES



- 合作媒體特刊
- 新聞稿
- 香港貨品編碼協會之會員通告
- 香港貨品編碼協會會刊&e-News
- 貼心企業嘉許計劃網頁
- 貼心企業嘉許計劃2017年度宣傳刊物
- 社交媒體

- Supplement of Media Partner
- Press Release
- Announcement to GS1 Hong Kong Members through Email
- Supply Chain PLUS- the Official Newsletter of GS1 Hong Kong & e-News
- Consumer Caring Scheme website
- Promotional Materials for Consumer Caring Scheme 2017
- Social Media

## 審核程序 ASSESSMENT PROCEDURE

### 1 評審階段 Assessment

指定代表/項目委員會成員與參賽企業會面。會面目的在於評估參賽企業對消費者細心關顧的程度。委員會成員將會根據計分卡準則及參賽企業對處境式問題的回應進行評審。

Arrangements will be made for a designated representative / programme committee member to visit the company. The intention of the visit is to assess the consumer caring level of the participating company. The assessment would be made based on the indications gauged from the scheme's scorecard and the answers given by the participants to the set of scenario-based questions.

### 2 消費者問卷調查 Consumer Survey

進行消費者問卷調查，評估消費者對參賽企業在關愛消費者方面的滿意度。

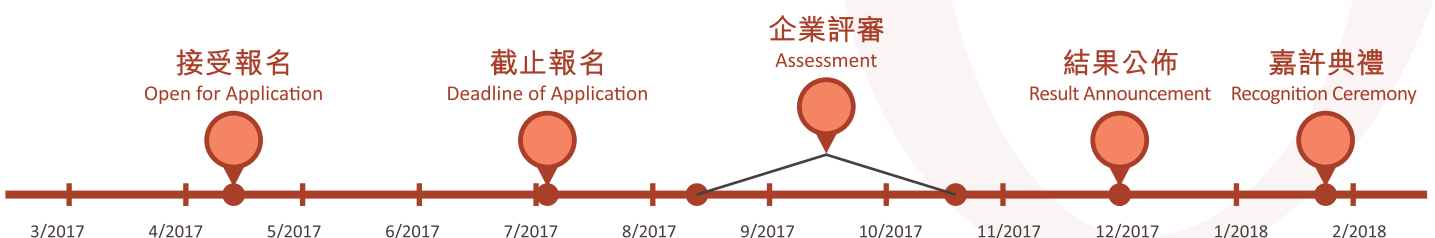
A consumer survey measuring perceptions of applications in terms of quality of consumer care they provide will be conducted in parallel with the assessment.

### 3 計算得分 Score Calculation

參賽企業如符合本計劃的指定要求，便有資格成為「貼心企業」。

Participating companies that are judged to meet the scheme's criteria will qualify as Consumer Caring Companies.

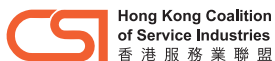
## 計劃時間表 TIMELINE



## 支持機構 SUPPORT ORGANIZATIONS



Hong Kong General Chamber of Commerce  
香港總商會 1861



Hong Kong Coalition  
of Service Industries  
香港服務業聯盟



香港工業總會  
Federation of  
Hong Kong Industries



香港優質標誌局  
Hong Kong Q-Mark Council



HONG KONG  
HEALTH FOOD ASSOCIATION  
香港保健食品協會



HONG KONG INSTITUTE OF MARKETING  
香港市場學會



HONG KONG  
RETAIL MANAGEMENT ASSOCIATION  
香港零售管理協會



香港中小企業品牌發展協會  
Hong Kong SMI Brand Development Association



HONG KONG TRADE DEVELOPMENT COUNCIL  
香港貿易發展局



香港中華總商會  
The Chinese General Chamber of Commerce



香港中華廠商聯合會  
The Chinese Manufacturers'  
Association of Hong Kong



T.C.C. & P.A. H.K.O.  
香港化粧品同業協會



HONG KONG FOOD COUNCIL  
香港食品業總會

## 報名資格 ELIGIBILITY

備有最少一年營運紀錄的香港貨品編碼協會會員

Members of GS1 HK with operational records for at least one year

## 報名手續 APPLICATIONS

請填寫及簽署申請表，連同報名費通過以下方式提交：

Simply complete and sign the application form and submit together with application fee by one of the following means:

### 郵寄/親身提交 BY POST / IN PERSON:

香港貨品編碼協會  
香港灣仔告士打道160號海外信託銀行大廈22樓  
GS1 Hong Kong  
22/F, OTB Building, 160 Gloucester Road,  
Wanchai, Hong Kong

### 網上報名/查詢 ONLINE APPLICATION / ENQUIRY

電郵 EMAIL: [consumercaring@gs1hk.org](mailto:consumercaring@gs1hk.org)  
電話 TELEPHONE: (852) 2863 9710  
傳真 FAX: (852) 2861 2423  
網頁 Website: <http://www.consumercaring.com/>  
<https://www.gs1hk.org/>

## 報名費用 APPLICATION FEE

每份申請的報名費用為港幣五千五百元正。請於遞交報名表後七日內以劃線支票繳付，支票抬頭請註明：「香港貨品編碼協會」，並在支票背面附上參加企業名稱、聯絡人姓名及電話。

所有報名費將不獲退回。

An application fee of HK\$5,500 will be charged for each application form.

Fees should be paid by crossed check made payable to 'GS1 Hong Kong Ltd', with the name of the participating company, contact person and telephone number written on the back of the check. All fees are non-refundable.

了解更多  
Learn More



Consumer Caring |



## Consumer Caring Scheme 2016 Application Form 「貼心企業」嘉許計劃 2017 報名表格

Company Name (English) 公司名稱 (英文)	
Company Name (Chinese) 公司名稱 (中文)	
Office Address 公司地址	
Name of Contact Person 聯絡人姓名	
Title 職銜	
Tel 聯絡電話	
Email 電郵	
Nature of Business 業務性質	
Participating Brand Name 參與計劃的品牌名稱	

本公司透過以下途徑得知是次計劃 (可選擇多於一項)

Our company comes to know this scheme through the following channel(s) : (You may choose more than one item)

- 報章或刊物 Newspaper or Publication: (請註明 please specify) \_\_\_\_\_
- 網站 Website : (請註明 please specify) \_\_\_\_\_  轉介 Referral : (請註明 please specify) \_\_\_\_\_
- 海報、宣傳單張 Poster and leaflet  講座 Seminar  主辦機構的郵件 Mail from the Organiser
- 其他 Others : (請註明 please specify) \_\_\_\_\_

### Declaration 聲明

- I / We would like to participate in the 'Consumer Caring' Scheme in the name of the aforesaid brand name.  
本人 / 我們會以上述填寫的品牌名稱為參加「貼心企業」嘉許計劃的單位。
- I / We hereby declare that our company / organization (the Applicant) is the legal owner of the aforesaid brand / the authorized distributor or agent of the legal owner of the aforesaid brand and has obtained consent of the legal owner of the aforesaid brand to participate in the Consumer Caring Scheme.  
本人 / 我們在此聲明,本公司 / 機構(申請公司),是上述品牌的合法持有人/授權分銷商/代理商,並已獲品牌持有人同意參加「貼心企業」嘉許計劃。

### Subscription Fee 報名費用

An application fee of **HK\$5,500** will be charged for each application form. Fees should be paid by crossed check made payable to 'GS1 Hong Kong Ltd', with the name of the participating company, contact person and telephone number written on the back of the check. Deadline for application submission: **Aug 31, 2016**

每份申請,報名費用為**港幣 5,500 元正**,請於遞交報名表後七日內以劃線支票繳付,支票抬頭請註明:「香港貨品編碼協會」,並在支票背面附上參加企業名稱、聯絡人姓名及電話。申請截止日期為 **2016 年 8 月 31 日**。

Name 代表姓名: \_\_\_\_\_

Signature with Company Chop 簽署及公司圖章: \_\_\_\_\_

Title 職銜: \_\_\_\_\_

Date 日期: \_\_\_\_\_

All the applicants shall agree to all of the following terms and conditions:

#### Logo Usage

- I. The 'Consumer Caring' Logo (hereafter known as "the Logo") may only be used between January 1, 2017 and December 31, 2017.
- II. The 'Consumer Caring' Logo is used to recognize an awarded company's performance in the year applied. Samples of the promotional artwork on the using of Logo must be sent to GS1 Hong Kong (hereafter known as "the Organization") for final approval.
- III. The Organization reserves the final right to terminate or modify the usage of the Logo. The Organization reserves the final right to withdraw the usage of the Logo of any acknowledged company.
- IV. The Logo shall only be used on the promotion materials of the entitled company or the specific brand which has received this recognition.

#### Terms & Conditions

- V. I / We represent, warrant and undertake that all the information supplied in this application form and any other supplementary information and documents are true and accurate to the best of my / our knowledge.
- VI. My company has an operational record(s) for at least one year.
- VII. The application form and / or any other information, materials, products / samples submitted in relation to the 'Consumer Caring' Scheme (hereafter known as "the Scheme") will not be returned to the participating company.
- VIII. I / We agree and authorize that any of my / our business and / or any other information provided in this application form can be used by the Organization for the purpose(s) in relation to the conduct of the Scheme, which includes the plan, judgment, promotion, editorial coverage, demonstration, presentation, pre- and post- event promotion of the Scheme, as well as communication, marketing purposes of the Organization and I / We agree that our information may be disclosed to the steering committee, media, assessment team and the Organizer's staff, agents, advisors and service provider(s) in connection with or incidental to the foregoing purposes.
- IX. I am / we are aware that the Organization reserves the right to accept or reject any entries without disclosing the reason(s) and has the authority to amend any judging criteria as deemed necessary without making further notice to the participants. Should there be any dispute in the result of the Scheme, the final decision will lie with the Steering Committee and the Organization.
- X. The Organization reserves the right to disqualify any participant that violates our terms and conditions, and / or that is found to have made false claims on the information provided for the assessment of the Scheme.
- XI. The Organization reserves absolute discretion on eligibility and all the judging decisions.
- XII. Failure of any kind or rejection of the request to provide supporting documents, presentations or visits to the requested infrastructures / premises may be considered as forgoing the right to proceed in the Scheme.
- XIII. The Organization reserves the right to disqualify or withdraw the recognition from any company which are found to / or have employees who are found to have committed any illegal practices by the laws and regulations of HKSAR.
- XIV. The Organization and its affiliates, successors, directors, employees or agents, and entities relating to the Scheme shall not be liable for any direct, indirect, incidental or consequential damages arising out of or in any way related to this application form or the Scheme under any and all circumstances.
- XV. By submitting this application, I / we and the organization which I am / we are associated, do hereby release, indemnify and hold harmless the Organization, and its affiliates, successors, directors, employees or agents from and against any losses, damages, costs or expenses of any nature that may arise from my / our participation, acceptance or disagreement of any prize in the Scheme, and any related matters. Such indemnification shall include, but is not limited to, any claims based upon an alleged infringement of copyright or other proprietary right on participating companies' products, services, words, music, or images.
- XVI. The application fee or any fee paid in relation to the Scheme is not refundable in any circumstance.

所有申請人須同意以下條款及細則：

#### 標誌的使用

- I. 「貼心企業」標誌僅可於 2017 年 1 月 1 日至 2017 年 12 月 31 日期間使用。
- II. 「貼心企業」標誌只認可獲嘉許企業於有關年度之表現。所有採用這些標誌的推廣物品樣本必須獲香港貨品編碼協會（在此指「主辦機構」）的核准始可使用。
- III. 主辦機構有權終止或修改標誌的使用，也有權取消任何獲頒「貼心企業」標誌之機構使用標誌的資格。
- IV. 標誌只可用於獲認可之參加企業或品牌的推廣物品上。

#### 條款及細則

- V. 本人／我們確保所有於申請表上填寫的資料及提交的附件內容均屬真實，而且準確無誤。
- VI. 本公司備有最少一年的營運紀錄。
- VII. 申請表及／或其他因「貼心企業」嘉許計劃而提交的所有相關資料、物品、產品／樣本將不獲退回。
- VIII. 本人／我們同意並授權主辦機構可於以下情況使用申請表上提供的任何本公司及／或其他任何資料：推行「貼心企業」嘉許計劃或相關工作時，包括計劃、評審、推廣、報導式文章、示範、演示、活動前後的推廣工作，以及用於主辦機構的通訊及市場推廣工作上。同時，本人／我們亦同意在執行上述工作時，顧問委員會、媒體、評審團隊及主辦機構的職員、代理人、顧問及服務供應商或會取得本人／我們的資料。
- IX. 本人／我們知道主辦機構有權在不透露理由的情況下接納或拒絕任何申請；如有需要，主辦機構亦有權對任何評審準則作出修改，而毋須預先通知參加企業。計劃評審結果如有任何爭議，以顧問委員會及主辦機構的最後決定為依歸。
- X. 如參加者違反主辦機構的條款及細則，及／或提供予本計劃評審委員會審查的資料含有失實的陳述，主辦機構有權否決其參加資格。
- XI. 主辦機構對所有評審決定擁有最終決定權。
- XII. 如未能或拒絕提供本計劃要求的輔助文件、演示，或安排評審委員到企業／基礎設施探訪，均被視為放棄本計劃。
- XIII. 如有任何「貼心企業」及／或其員工觸犯香港特別行政區的法律及規定，主辦機構有權取消其「貼心企業」的資格。
- XIV. 對於任何因申請表或計劃而造成直接、間接、意外的或重要的損失，主辦機構及其附屬機構、繼承人、董事、員工或代理，以及所有與本計劃有關的團體概不負責。
- XV. 申請表一經送交，即代表本人／我們及我們所屬的機構放棄向主辦機構及其附屬機構、繼承人、董事、員工或代理提出索償及追究就參與、接納或不同意任何本計劃的獎項安排或相關事宜所引致的任何性質的損失、損毀、費用或支出。有關的賠償應該包括，但不限於任何基於聲稱侵犯參加企業產品、服務、文字、音樂或圖像版權或其他專有權利的索償。
- XVI. 報名費或任何與本計劃有關及已支付的費用，不論任何情況，概不退回。