

## Business-School Partnership Programme Activities Review



### SKH Lam Woo Students Learn About Excellent Service

#### 聖公會林護紀念中學學生體驗卓越服務

A group of twenty students from SKH Lam Woo Memorial Secondary School participated in a one-day activity about customer service with the Nuance Group (HK) Ltd. on 24 March. The students first visited Nuance Group's office in Tung Chung and learnt the six steps of the selling process like "add-on" and "greet and engage" to achieve service excellence, which they then acted out in a role-playing exercise. "The six steps helped me understand retail sales better. I used to think that selling things was very easy and only required you to promote products to customers. But now I've changed my mind. The selling process is not as easy as I thought," said student Yu Chun Hang.

20名聖公會林護紀念中學學生於3月24日參加The Nuance Group (HK) Ltd. 籌備的全日活動，學習何謂顧客服務。他們先參觀 The Nuance Group 位於東涌的辦公室，學習銷售的六個步驟，如「附帶銷售」及「問候及互動」，以提供優質客戶服務，並在角色扮演練習中實踐所學。學生俞春杏說：「這六個步驟加深了我對零售銷售的認識。我一向以為銷售就是向顧客推廣產品，十分簡單，但我現在的看法已改變，銷售過程並不像我想像中那麼容易。」

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這六個步驟加深了我對零售銷售的認識。

Yu Chun Hang  
俞春杏



## 「商校交流計劃」活動回顧

In the afternoon, students were given a guided tour of some of the stores operated by the Nuance Group in the restricted area of Hong Kong International Airport. Staff described the items sold in the store and explained how the merchandise assortment and store positioning help in their selling strategy. Students were then given the chance to serve as customer service ambassadors for an hour in two of the stores to allow them to experience real customer service and put what they had learnt that day into real practice. “I found out that it is quite challenging and not as easy as I had thought. I learnt from one of the sales staff that they need to understand the customers and take the initiative to approach them by having a friendly attitude and asking specific questions. Add-on selling is also encouraged to boost sales. I truly admire their spirit and hard work,” said Kong Wing Pui, a student who served as a customer service ambassador in the Sound & Vision store.

他們在下午參觀了The Nuance Group於香港國際機場禁區內營運的多間店舖，職員向他們介紹店內出售的產品，並解釋商品分類與店內佈局如何配合銷售策略。在其後的一小時，學生有機會在兩間店舖擔任顧客服務大使，嘗試在真實環境中提供顧客服務，實踐當天所學。學生江穎蓓在Sound & Vision擔任顧客服務大使後說：「我覺得零售工作很有挑戰，並不如我想像中容易。我從職員身上學習到，銷售時要先明白顧客的需求，並要主動接觸他

們，以友善的態度發問。職員也鼓勵我嘗試附帶銷售，以提高銷量。我十分欣賞他們的工作熱情及辛勤工作。」



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Kong Wing Pui  
江穎蓓







## Tak Nga Students Enjoy Art in a Shopping Mall

A group of twenty-nine students from Tak Nga Secondary School visited the K11 mall owned by the New World Development Company Ltd on 12 April. The students were given an art tour to understand how the theme “art, people and nature” was incorporated into the mall and were excited to learn about the design concept for every art piece in the mall and how the art museum inside the shopping mall attracts customers. The students will also go on a hotel tour of the Hyatt Regency in the coming month to get an understanding about how a hotel operates.

## 德雅中學學生在商場體驗藝術

29名德雅中學學生於4月12日參觀新世界發展有限公司旗下的K11商場，欣賞展出的藝術品，以了解「藝術・人文・自然」的主題如何融入商場設計。學生都很有興趣認識不同藝術品的設計概念，以及藝術館如何幫助商場增加顧客流量。學生下月將參觀凱悅酒店，了解酒店的日常運作。

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## BEC Shows Off Green HQ To The Students of The Mission Covenant Church Holm Glad College

Twenty students from the Mission Covenant Church Holm Glad College visited the headquarters of the Business Environment Council (BEC) in Kowloon Tong on 14 April where they were given a guided

tour of the green facilities, such as light and motion sensors, LED lights and rainwater collection system. Students were told that besides having green facilities, staff cooperation is the most important factor in saving energy, and were then encouraged to save energy and protect the environment.

### 商界環保協會向堅樂中學學生介紹綠色總部

20名基督教聖約教會堅樂中學學生於4月14日前往九龍塘，在職員的帶領下參觀商界環保協會的總部，認識當中的環保設施，如光度和動作感應器、LED燈及雨水收集系統。在參觀過程中，學生了解到環保設施雖然有助節省能源，但職員的配合亦十分重要。職員亦鼓勵他們節約能源，保護環境。

## Stewards Pooi Kei Students Visit Link Reit's New Wet Markets

Fifteen Stewards Pooi Kei College students visited Link REIT's office in Kwun Tong on 1 April. Wing Wong, Assistant Learning & Development Manager, gave an overview of the company and their mystery shopper programme which is conducted to assess the performance of their staff.

After the talk, students went to Tuen Mun and Tin Shui Market. They were greeted by staff who explained to them how the new wet markets provide customers with a unique shopping experience. Students were amazed by the big contrast with traditional wet markets because the new markets had been redesigned to provide a more hygienic, cleaner and more pleasant shopping environment. ❀



## 香港神託會培基書院參觀 領展的全新街市

15名香港神託會培基書院學生於4月1日參觀領展位於觀塘的辦公室，助理人力資源培訓及發展經理黃穎妍向學生簡介公司背景，以及他們用作評核職員表現的神秘顧客計劃。

學生其後到屯門參觀領展旗下兩個經翻新的「H.A.N.D.S」及天瑞街市，職員向他們解釋新街市如何為顧客提供獨特的購物體驗。學生都讚嘆新街市的購物環境更衛生、乾淨、舒適，與傳統街市截然不同。 ❀