

CRE & CSQS 2012 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

Attitude that wins hearts and minds...

It's all to do with attitude, not only having the right kind but one that wins the hearts and minds of those you serve. For a long time, HK Electric has seen with pride how its customer service team has been doing just that, catering tirelessly to the needs of its customers, no matter how small they seem to be or how unique. This year, besides winning a host of individual awards it also swept the Public Service of the Year Award for the 4th consecutive year.

Call Centre Manager Dorothy Lee who received the Customer Service Manager of the Year (Contact Center) award, believed that to satisfy the needs of customers, they needed to be "up to par on details and versatile in thinking". But, above all, be able to empathize with the customer and put oneself in his or her shoes. "Our industry is one where it is highly important to present ourselves with the right tone of voice.

Our attitude must be positive and optimistic and success is measured by how we reach out to our customers and win them over." Miranda Wan, winner of Customer Service Professional of the Year (Contact Center) award, also shared that it was important to understand the needs of customers to work out the best solution.

All new staff have to undergo a series of rigorous training, including classroom training, on-the-job training as well as on-site visits, to familiarize themselves with all aspects of the operation. "Sometimes, our customers call us with technical enquiries and requests relating to a specific department. As we adopt a one-stop policy, we will contact the right person to return such calls directly," says Senior Customer Supplies Engineer S.K. Kung.

Staff commitment to "customer relationship excellence" has seen them rewarded with not only the gratitude of customers, but also their friendship. Jenny Tang, winner of Customer Service Team Leader of the Year (Contact Center) award shared the case of a customer calling regarding his account. "During the conversation, we understand he was an elderly living alone on government



HK Electric wins a series of Customer Relationship Excellence Awards, both in the corporate and individual categories.

assistance. We recommended him to the concessionary tariff scheme which specifically catered to his needs. He was so grateful that he continued sending us cards at festivals, and even presented us with his home-made dishes on more than one occasion."

Jean Wong and Randy Tse from the emergency services team, spoke of another unique case where a woman called in to report a cat that had been trapped in a sub-station. She was most impressed with the swift response of HK Electric and the efficiency with which the emergency team dealt with the problem.

The Company is constantly looking for ways to improve its service as technology is playing a central role in recent development. In a world where mobile phone applications are increasingly prominent, HK Electric is providing iPhone

App for customers to obtain information and to process service requests conveniently. And to provide "total" service, the team also conducts after-service surveys, with the aim of gathering customers' feedback for further improvement. In addition, there are "We Meet on Friday" sessions where customers' views are gathered in a leisure environment and the "Give-Me-5 Survey" which is a simple questionnaire for gathering customers' feedback.

Chief Customer Services Engineer Raymond Choi explained why customer service laid at the core of their business. "Supplying electricity is an everyday business that many people take for granted, as it seems an invisible commodity. Customer service, which directly impacts on how customers rate our company, is pivotal to our success. This is how we rise above the competition. This attitude, in many ways, is the key to HK Electric's sustained success."



HK Electric has been dedicated to service excellence.



"We Meet on Friday" sessions where customers' views are gathered in a leisure environment.

Growing with You

香港電燈有限公司
The Hongkong Electric Co., Ltd.

If there is indeed a magic bean that keeps growing to reach the sky, it will best illustrate HK Electric's commitment to continuously improving our customer services. Year after year, we have been able to meet or surpass our service pledges, and even set for ourselves higher ones, in order to serve our customers even better.

Our efforts and commitment to enhancing the environment and customer services have won us the "Public Service of the Year" award for four consecutive years, while bringing home various individual awards under the Customer Relationship Excellence award scheme.

Also growing are our initiatives to promote low carbon living. Domestic customers are now able to obtain more information on their energy usage pattern on their **electricity bills**. The **Smart Power Centre** continues to promote and advise users on energy efficient equipment or appliances as well as general knowledge on the safe and smart use of electricity. The "**HK Electric Low Carbon App**" is also popular for its useful energy efficiency information and tips, as well as quick access to account information. We are excited to add more new features this year.

To download our free "**HK Electric Low Carbon App**" or find out more about our services, please visit www.hkelectric.com or call **2887 3411**.