

CRE & CSQS 2013 Asia Pacific Leadership Summit & Hong Kong International CRE Innovation Expo

Caring Service Culture Wins Recognition

Electricity is so indispensable in our daily life that a safe and reliable supply has become vital. For more than a century, HK Electric, the wholly-owned subsidiary of Power Assets Holdings Ltd., has been serving Hong Kong with an unwavering commitment to its customers.

This commitment to service excellence has earned the Company many accolades over the years. The results of the 2012 Customer Relationship Excellence (CRE) Awards again echoes this, as the Company receives a host of individual awards, plus the prestigious Public Service of the Year Award for the fifth consecutive year, as presented by Asia Pacific Customer Service Consortium.

Teamwork counts

Customer care has long been the number one strategic priority for HK Electric. Mr. Raymond Choi, Chief Customer Services Engineer pointed out. He believed the nurturing of a deep-rooted service culture within the company is the foundation for its service excellence.



Rene Law, Sandy Leung and Kimmy Leung (from left to right), winners of the individual awards, are recognised for their understanding of customer needs.

“Service aptitude is important, particularly in today’s service industry where customer expectation is ever rising,” he continued. “That’s why we implement rigorous procedures for staff recruitment to ensure they meet our requirements, and provide comprehensive training once they are on board.”

Besides ensuring that each staff member be well-versed and competent in their daily duties, HK Electric also values teamwork. Mr. Sin-kwong Kung, Senior Customer Supplies Engineer believed team-spirit with a positive mindset is the key to quality service. “The daily briefing session brings our staff together to share the latest information about the Company as well as market developments, to evaluate past performances, and to benchmark with other service providers.”

Miss Sandy Leung, winner of the Customer Service Team Leader of the Year (Contact Center – Public Utility) stressed that communication and sharing were the key factors to team building. “As a team leader, I need to summon rapport from other team members, and bridge the views between the management and my team mates.” Miss Elinor Wong, winner of the Customer Service Professional of the Year (Contact Center – Public Utility) said “Only with the teamwork and good communication among different departments can we respond promptly to various requests from customers.”

Caring for the minority

HK Electric attributes its success in customer services to the Company’s commitment to meeting customers’ needs.

“For instance, we have recently launched the electronic billing service for the visually impaired customers,” Mr. Choi said. This is made possible by the increasing use of screen reading software (by



HK Electric wins the Public Service of the Year (Public Utility) and seven other individual awards.

voice) and refreshable Braille display by the visually impaired in surfing the Internet. “Other services such as our concessionary tariffs, large-font bills and booklets, teleloop system, SMS enquiry hotline; and the minority language publications are all tailor-made for specific customer groups,” added Mr. Choi.

Miss Kimmy Leung, winner of the Customer Service Professional of the Year (Contact Center – Public Utility) agreed, “It is really important to put ourselves in the customers’ shoes and lend them our ears. It is heart-warming sometimes to be able to offer the most suitable solution to customers. Even when no solution comes about, the exchange can also be most rewarding when customers feel they are heard and respected.”

Technology yields happy customers

HK Electric also understands the importance

of applying latest technology in good customer services, and hence has made the web contents more interactive and user-friendly.

Promoting environmental protection through advanced technology is also a deliberate corporate initiative. “With the growing popularity of smartphones, we have recently upgraded our ‘HK Electric Low Carbon App’ with more useful information on energy efficiency and green tips, with the aim of encouraging our customers to take up a low carbon lifestyle,” Mr. Choi added.

“At HK Electric, we see satisfying our customers as one of the highest priorities in our operations. We have established world class customer service standards and we strive for excellence by providing friendly, responsive and professional services at all levels.” Mr. Choi concluded.

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

HK Electric is committed to providing our customers with world class electricity supply and excellent services. Our dedication has won us, for five consecutive years, the **“Public Service of the Year (Public Utility)”** in the Customer Relationship Excellence (CRE) Awards organised by Asia Pacific Customer Service Consortium.

To meet changing needs, we continue to introduce new and caring services for our customers, including a new dedicated web page for SMEs, an e-bill service for the visually impaired, up to 7 ethnic language publications including Korean as our latest addition, more payment channels to settle electricity bills; and an enhanced “HK Electric Low Carbon App” to provide customers with immediate service access and green tips.

With your needs in mind, we will continue to enhance and strive for excellence in serving Hong Kong better.

To find out more about our services, simply browse www.hkelectric.com or call our customer services hotline **2887 3411** during office hours.

More Caring Services for You