



CONSUMER CARING SCHEME 2020

**2020年
貼心企業嘉許計劃**



目標及準則

OBJECTIVES & PRINCIPLES

「貼心企業嘉許計劃」旨在表揚於業務經營上致力「以客為先」的本地企業。企業透過不斷改善業務流程、產品及服務質素，為顧客帶來超凡消費體驗，建立消費者信心，贏得顧客忠誠度。

The Consumer Caring Scheme aims to recognize local enterprises which pursue consumer care as top priority throughout their businesses. They are committed to the belief "Customer for Life", through making continuous improvement on products, services and processes to exceed consumer expectation and nurture customer loyalty.



以消費者為中心 Consumer Centric

在顧客消費旅程中的各個階段帶來良好的體驗
Foster a positive customer experience at every stage of the customer journey



信守承諾 Keeping Promises

展示兌現服務承諾，贏得消費者的信心和信任
Demonstrate service commitment to gain consumers' confidence and trust



追求品質 Strive for Quality

透過不斷改進，提升業務流程、產品及服務質素
Enhance process, product and service quality by on-going improvement



關愛員工 Care for Employee

為員工提供友善的工作環境，互相信任和尊重
Provide employees a friendly and supportive working environment with trust and respect

審核程序

ASSESSMENT SCHEME & PROCEDURE



自我評估 Self-Assessment

參與公司須完成一份自我表現評估。
Participating companies must complete a self-assessment form.



訪談 Interview

主辦單位會安排訪談，了解更多詳情。
Follow-up interview will be arranged and conducted by the Organizer.



消費者問卷調查 Consumer Survey

主辦單位將委任第三方機構進行消費者問卷調查。
A consumer survey will be conducted by a third party appointed the Organizer.

媒體報導機會

EXPOSURE OPPORTUNITIES

- 新聞稿
Press Release
- 報紙/雜誌特刊
Newspaper / magazine advertorial / supplement
- 社交媒體
Social Media
- 貼心企業嘉許計劃的宣傳物品(例如單張或小冊子)
Promotional materials like leaflet or brochure
- 香港貨品編碼協會網站
GS1 HK Website
- 香港貨品編碼協會“Business Connect”雜誌
GS1 HK “Business Connect” magazine
- 香港貨品編碼協會每月快訊及電郵推廣
GS1 HK e-newsletter & eDM
- GS1 HK BARzaar (網上廣告)
GS1 HK BARzaar (e-advertisement)





參與計劃之得益及權益 SCHEME BENEFITS & ENTITLEMENTS

榮獲「貼心企業」殊榮的機構可獲以下權益：

Companies awarded with "Consumer Caring Companies" will be entitled to the below:

- 1 「貼心企業」證書乙張
One "Consumer Caring Scheme" Certificate
- 2 「貼心企業」獎座乙個
One "Consumer Caring Scheme" Trophy
- 3 參加年度頒獎晚宴/典禮(乙席)
One ticket to the Yearly Award Presentation Dinner / Ceremony
- 4 於市場推廣物品上使用「貼心企業」標誌一年
Entitled to use the "Consumer Caring" logo in marketing materials relevant to the brand/products under the awarded company for one year



By GS1 Hong Kong 香港貨品編碼協會

「貼心企業2020」標誌
Logo for Consumer Caring Company 2020



By GS1 Hong Kong 香港貨品編碼協會

連續5年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for 5 consecutive years



By GS1 Hong Kong 香港貨品編碼協會

連續5年以上獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 5 consecutive years



By GS1 Hong Kong 香港貨品編碼協會

連續10年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 10 consecutive years

