

# 2021年 貼心企業嘉許計劃



CONSUMER  
CARING  
SCHEME 2021



## 計劃時間表 TIMELINE

**JUN**

公開接受報名  
OPEN FOR APPLICATION



**31 DEC**

截止報名  
DEADLINE OF APPLICATION



**JAN 2022**

企業評審  
ASSESSMENT



結果公佈  
RESULT ANNOUNCEMENT



嘉許典禮  
RECOGNITION CEREMONY



## 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，以4大核心價值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 with 4 core values. 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 Conformity to Commitment

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 Caring for Staff

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 PROCEDURE

1

### 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.

2

### 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.

3

### 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 organization appointed by the organizer.

## 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

## 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)



「貼心企業2021」標誌  
Logo for Consumer Caring Company 2021



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



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



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



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

## 報名資格 ELIGIBILITY

已營運最少1年的香港貨品編碼協會會員

GS1 Hong Kong members with business operation for at least 1 year

## 報名程序 APPLICATION PROCEDURE

### 報名方法

#### Application Method

填妥申請表格，連同商業登記證副本及商標圖像(.ai及.jpg/.png檔案各一)傳送到下列電子郵箱：

Complete and send your application form with a copy of Business Registration and your company logo in high resolution (1 x ai file and 1 x jpg / png file) to [consumercaring@gs1hk.org](mailto:consumercaring@gs1hk.org)



申請表格  
Application Form

### 報名費用及付款方法

#### Application Fee & Payment Method

每份申請費用為港幣 \$7,500

(2021年8月31日前申請可享早鳥優惠港幣 \$6,800)

Application fee of HK \$7,500

(Early-bird at HK \$6,800 by 31-Aug-2021)

所有費用均不可退回及不可轉讓。

All fees are non-refundable and non-transferable.

聲明：香港貨品編碼協會保留權利在有需要情況下，修改任何計劃內容及有關條款及細則，恕不另行通知。在任何情況下如有任何爭議，本協會保留最終決定權。

Disclaimer: GS1 Hong Kong reserves the right at any time without notice to amend any Scheme content and the terms and conditions when necessary. In case of any dispute under any circumstances, GS1 Hong Kong reserves the right of final decision.

## 查詢 Enquiry

香港貨品編碼協會 **GS1 Hong Kong**

電郵 Email : [consumercaring@gs1hk.org](mailto:consumercaring@gs1hk.org)

電話 Telephone : 2863 9710

網站 Website : <http://www.gs1hk.org>

請於遞交報名表後14日內以劃線支票繳付申請費用，支票抬頭：「香港貨品編碼協會有限公司」。

支票背面請附上公司名稱、聯絡人姓名及電話，並以郵寄方式或親身遞交至本會辦公室（香港灣仔告士打道160號海外信託銀行大廈22樓）。

Fee should be settled by a crossed check payable to 'GS1 Hong Kong Limited' in 14 days after submission of the application form.

Please write your company name, contact person and contact no. on the back of the check and post or submit in person to GS1 Hong Kong office (22/F., OTB Building, 160 Gloucester Road, Wanchai, Hong Kong).

## 截止報名日期 Application Deadline

**2021年12月31**

**31-DEC-2021**

## 支持機構

### SUPPORTING ORGANIZATIONS

