宗指 OBJECTIVE

「貼心企業」嘉許計劃旨在表揚「以消費者為先」的本地企業，
通過應用資訊科技，實踐與消費者價值相連策略，最終全面提升
提升各行各業的產品及服務水平。

The Consumer Caring Scheme is to recognize local enterprises which demonstrate excellence in consumer care through effective use of technology and practice of consumer value-related strategies, with an ultimate goal to uplift industry’s overall capabilities in delivering consumer product and service.

1 全面關愛消費者 Caring For Consumers
為消費者提供最貼心細緻的產品/服務，整體素質遠超消費者所需
Provide consumers with the best products/services all the time and to exceed consumers’ expectations whenever possible.

2 實踐承諾 Keeping Promises
持續改善營運流程，履行優質服務與質素承諾
Demonstrate continuous improvement in operation efficiency and fulfill commitment to delivering excellent services.

3 心繫消費者 Being Sincere
由心出發，了解消費者的需要，予以適當資訊和選擇
Understand consumers’ needs with sincerity and provide them with the most relevant information and choices.

4 監控品質與安全 Ensuring Product Quality And Safety
引進資訊科技及應用國際標準，加強供應鏈協作，全面提升產品質量與安全
Apply information technology and global standards to facilitate collaboration amongst supply chain stakeholders and enhance the overall product quality and safety standards.

5 專注服務質素 Focusing On Service Quality
向消費者提供適時及具彈性的服務
Offer timely and flexible services to consumers.

6 用心聆聽 Listening To Consumers
透過不同渠道主動收集消費者的意見，用心與消費者溝通
Proactively solicit feedback from consumers in different touch points to ensure effective interaction and communications.

7 關懷員工 Caring For Employees
為員工提供友善的工作環境，多元化的知識技術訓練，促進員工發展，與時並進
Provide employees with a friendly, supportive working environment and a wide range of training programme to enhance the capabilities and competencies of the staff to keep pace with the technological advancement and changing business landscape.

可享權益 ENTITLEMENTS

若企業在計劃計分卡及消費者調查均取得合格分數，便可獲「貼心企業」的殊榮，並且獲授權於認公司或產品相關的市場推廣物品上使用「貼心企業」標誌。

Companies will be rewarded as ‘Consumer Caring Companies’ if they attain a passing score on both the scheme’s scorecard and the consumer survey. They will be entitled to use the “Consumer Caring Logo” in marketing materials relevant to the acknowledged product(s).
媒體報導機會 EXPOSURE OPPORTUNITIES

- 合作媒體特刊
- 新聞稿
- 香港貨品編碼協會之每月快訊
- 香港貨品編碼協會會刊
- 貼心企業嘉許計劃網頁
- 貼心企業嘉許計劃2019年度宣傳刊物
- 社交媒體

- Supplement of Media Partner
- Press Release
- GS1 Hong Kong Monthly eNews / Business Connect
- Consumer Caring Scheme website
- Promotional Materials for Consumer Caring Scheme 2019
- Social Media

計劃時間表 TIMELINE

4/2019 公開接受報名 OPEN FOR APPLICATION
8/2019 截止報名 DEADLINE OF APPLICATION
8-10/2019 企業評審 ASSESSMENT
12/2019 結果公佈 RESULT ANNOUNCEMENT
1/2020 嘉許典禮 RECOGNITION CEREMONY
**CONSUMER CARING SCHEME 2019**

**2019年貼心企業嘉許計劃**

**報名資格 ELIGIBILITY**
香港貨品編碼協會會員
備有最少一年或以上營運記錄的企業
Members of GS1 HK with operational records for at least one year

**網上報名/查詢 ONLINE APPLICATION/ENQUIRY**
電郵 Email: consumercaring@gs1hk.org
傳真 Fax: (852) 2861 2423
電話 Telephone: (852) 2863 9710
網頁 Website: http://www.consumercaring.com/
https://www.gs1hk.org/

**報名手續 APPLICATIONS**
請填寫及簽署申請表，連同報名費透過以下方式提交：
Simply complete and sign the application form and submit together with application fee by one of the following means:

**郵寄/親身提交 POST/IN PERSON**
香港貨品編碼協會
香港灣仔告士打道160號海外信託銀行大廈22樓
GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road,
Wanchai, Hong Kong

**報名費用 APPLICATION FEE**
每份申請的報名費用為港幣六千八百元正。

請於遞交報名表後七日內以劃線支票繳付，支票抬頭請註明：「香港貨品編碼協會」，並在支票背面附上參加企業名稱、聯絡人姓名及電話。
所有報名費將不獲退回。

An application fee of HK$6,800 will be charged for each application. Fees should be paid by crossed check made payable to ‘GS1 Hong Kong Ltd’, with the name of the participating company, contact person and telephone number written on the back of the check.
All fees are non-refundable.