



香港認證中心有限公司  
The Hong Kong Certification Centre Limited

**Excellent Service /Product Scheme**

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## 1. Introduction

The **Excellent Service Scheme** is an independent certification program to ensure a good quality service provided in various customer service areas. The service providers can be evaluated through Customer Survey, Mystery Shopper and Management System Check program. Throughout the scheme, the service providers/subscribers could well manage their services at certain critical points in their stores i.e. staff performance, appearance, operation efficiency, shopping environment etc.

In addition to the product safety, the **Excellent Product Scheme** also helps to reduce the after sales or maintenance cost and customer complaint. The product scheme could also further identify and improve the product quality and performance so that to differentiate the product from competitors to establish a good reputation in the market.

## 2. Scope

The Excellent Service Scheme always accepts application from and is accessible to all applicants including distributors, retailers and service providers, as long as the application falls within the scope of the scheme, which includes, but is not limited to, the following:

- |                          |                         |
|--------------------------|-------------------------|
| ■ Fast Food Restaurants  | ■ Hotels                |
| ■ Restaurants            | ■ Retail Stores         |
| ■ Online Stores          | ■ Wedding Companies     |
| ■ Telemarketing Services | ■ All consumer products |

## 3. Certification Mode

The scheme adopts location certification program. Applied stores from subscriber will be audited by different mystery shoppers with reference requirements. Using different mystery shoppers aims to ensure the impartiality of the audit.

A series of quality assessment will be carried out for the product scheme.

HKCC will issue an investigation/evaluation report with statistic data (if applicable) for the service provider/subscribers. Certificated stores shall also be monitored by continual surveillance program from times to times, which it generally includes location audit where product quality assessment shall depend on if the model if keep existing in the market.

The whole project which starts from the conformation of application to the bestowal of certification will be lasted for one month. Two weeks will be used for conducting Customer Survey and Mystery Shopper program. Afterward, the Management System Check will be carried out. The surveillance of the service by Mystery Shopper program will be maintained at least once per year.

## **4. Certification – Pre-license Stage**

### **4.1. Application to Hong Kong Certification Centre**

The Service provider submits completed application form (F/001) together with following information to Hong Kong Certification Centre:

- A copy of Business Registration Certificate ;
- Information of Stores/Products which apply the scheme (including address, telephone number, type of product etc);
- Any extra requirements during the audit;
- Product specification user manual, etc.

### **4.2. Initial - Certification Meeting**

Application Submission HKCC certification officer will review the application and arrange a meeting with the service provider/subscribers to understand their preference and requirements. The meeting contents should including the special requirements and any particular fields which needs to be assessed, for example, locations, information of staff appearance, manner, products specification or performance, etc.

### 4.3. Secondary – Certification Meeting

Once the basic requirements of audit had informed further stores information or specification for the products, documentation (if applicable) will be collected for studies.

- Staff training record ;
- Complaint handling record ;
- Third party's certification ;
- Any extra documents of operation.

It will then discuss with client for the suitability between our scheme and service provider's any other particular requirements.

### 4.4. Audit Procedure

#### 4.4.1 Excellent Services Assessment

Audit – HKCC will carry out Customer Survey, Mystery Shopper, and Management System Check to assess the quality of service at the designated areas. After obtaining the agreement of client, the assessment is carried out under the conditions of the client requested, for example, the frequency of visit, location, the areas and criteria of assessment.

##### 4.4.1.1 Customer survey

By applying a statistical method for the multiple question investigation, customer survey is used to reflect the real opinion of the customer about how well of the organization service is. For the sake of maintaining its impartiality; it will be processed in two periods which consist of both peak hour and non-peak hour. For both periods, the population of customer, the required amount of questionnaire and the distribution time mode will be judged according to the nature of the market and a normal transaction in the relevant market.

By confirming the allocated venue, the auditor will conduct the site visit for customer survey. Before the assessment, the auditor is needed to have a briefing on the requirements of customer survey assessment.

The briefing should include:

1. Background information of client;
2. Assessment procedure;

3. Distribution manner of questionnaire;
4. Target interviewee;
5. Process time length.

The distribution of questionnaire bases on the systematic standard considering different factors including the time mode, population, quantification, range, randomness and collection.

#### Time mode

The whole assessment is conducted within two weeks.

#### Population

The customer survey applies the amount of customer visiting the client's shop during one week as the population. It includes the amount of customer visiting the client's organization during the peak hour and non-peak hour individually. The detail will be obtained from the client and compared with the relevant market to reduce its uncertainty.

#### Quantification

The amount of questionnaire bases on the calculation of statistical factors which are the Confidence Level and Confidence Interval, which are set up at 95% and 3% level separately. The quantification of questionnaire will refer to the population of customer in terms of both peak hour and non-peak hour; afterward it is used to find out the total amount of questionnaire by applying both statistical factors.

Taking a retailer as an example, the amount of customer in peak hour and non-peak hour during one week are estimated to be 1000 and 500 separately; it will be calculated by 95% and 3% with reference to the Confidence Level and Confidence Interval. As a result, the required number of questionnaires is 516 for peak hour and 341 for non-peak hour while the total distribution of questionnaires is 857.

#### Range

The selection of interviewee covers both genders and various age groups; meanwhile, the different occupational target will be chosen (if applicable).

Randomness

Without noticing the client, the auditor will randomly conduct survey within two weeks. It will be processed in the random selection time period in the peak hour and non-peak hour separately.

Collection

The amount of questionnaire which will be collected per day is calculated by using the total number of questionnaires divides the total process days for peak hour and non-peak hour separately; for example, the required number of questionnaires of peak hour and non-peak hour are calculated into 516 and 341 individually, while weekend (4days) are estimated to the peak hour and weekdays (10 days) are estimated to the non-peak hour; as a result, the amount of questionnaire required per day is 129 for peak hour while 34 is required for non-peak hour.

The Questionnaire sample as below,

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The Checklist version: 1.0 Customer Survey 顧客調查 2014-01-13

Reference: Photo: Examiner:

**Part 1: Store Surrounding 第一部分：商店環境 (40 points)**

No.		1- (Poor) 差	2- (Disorderly) 不滿意	3- (Satisfactory) 滿意	4- (Good) 良好	5- (Excellent) 極佳	NA
1-	The outside appear to be clean. (Sidewalks, windows, doors etc.) 商店外觀環境清潔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-	The store's atmosphere and decoration are appealing to the customer. (Lighting, signs) 商店的氣氛及裝飾能夠吸引顧客	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-	Aisles and display areas are well maintained, clean and tidy. 走廊、展出商品的地方保養良好及清潔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4-	The store with good ventilation. (No unpleasant odour) 商店內的空氣流通，沒有難接受的異味	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-	The store with moderate temperature. (No extremes of temperature) 商店內的溫度適宜	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6-	The overall appearance of the store is satisfied. 你對整體商店環境的表現滿意	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store appearance elements:		( 1=0 )	( 2=0.5 )	( 3=0.5 )	( 4=0.5 )	( 5=1 )	Σ( )
Summation the elements by weight =		( 2 )	( 1 )	( 0 )	( 0 )	( 1 )	( 0 )
		=					

4.4.1.2 Mystery Shopper Program

Qualification of auditor

The auditor is well trained for the competence to conduct the assessment, and the related documents (training record) shall be provided to prove the qualification of the auditor.

### Briefing before assessment

Before the assessment, the auditor is needed to have a briefing on the requirements of specific mystery shopper assessment.

The briefing including:

1. Background information of client;
2. Assessment procedure;
3. Assessment Attention Point;
4. Requirement for the Assessment Criteria (How to grading in Questionnaire);
5. Rules for the assessment process;
6. Remuneration for the auditor.

### Frequency of assessment

The frequency of assessment refers to the amount of shops with the relevant organization. The different condition is listed as follows:

Amount of shops	Number of assessment
1 - 3	4
4 - 6	7
7 -10	9

The assessment will be conducted within 2 weeks, and the assessment will be conducted on the peak hour and non-peak hour separately.

### Amount of mystery shopper

Based on one staff should have twice chances to be tested by the auditor; hence the ratio between the auditor and the staff is 2:1. Not all staff is needed to be tested, so the amount of tested staff should discuss with the client before the program starts.

### Length of time spent per assessment

The average time spent actually with a single staff member should depend on a normal transaction in the relevant market. The length of time spent with a staff member should be reasonable according to the nature of the market and the type of enquiry. Therefore, the setting of time length is the counterpart of the average service time per the occupation.



### Assessment manner

The assessment is carried out by observation in terms of questionnaire with pre-defined questions. It includes various stages to appraise the performance of shop, including the store appearance and customer service. The assessment includes the normal service observation and special situation test as well.

### Questionnaire Analysis

After the assessment, the inspector is required to complete the questionnaire at the designated areas. The records will be then further elaborate and report to client.

Analysis report including but not limited to the followings,

1. Summarized the answers (Graph + Data)
2. Summarized for all designated areas (stores) (Graph + Data) and score the highest mark
3. Compare in peak hour and non-peak performance (Graph + Data)
4. Compare of each store performance (Graph + Data)
5. Summarized the comment for findings of the designated area and Score for the designated area

#### 4.4.1.3 Management System Check

The check of management system will be achieved by interviewing with a supervisory staff. During the interview, the auditors will inquiry the supervisory staff about the management policy and review the operation document of the organization. The management policy includes the direction and principle of the organization towards the service, and consists of the responsibility and objective of carrying out the excellent service. The management policy should include but not limited to:

- Management system;
- Resource provided;
- Internal meeting
- Staff training;
- In-house rules;
- Arrangement for specific period;
- Understanding of the organization.

The auditor will inquiry the supervisory staff by using a pre-designed questionnaire and reviews its related management documents to assess the level of the organization management system. These documents should include but not limited to:

- Staff training record;
- Complaint record;
- Correction record;
- Follow up record;
- Internal meeting.

#### 4.4.2 Excellent Products Assessment

1. Shall comply with relevant safety standards;
2. Durability, reliability, functioning, handling, according to the purposed specification and manual;
3. Product performance or comparative test, ergonomics, acoustic measurement, energy consumption on realistic situations;
4. User's point of view, etc.

Depending on the type of assessment ranging from simple mechanical tools and domestic appliances to complicated electronic or mechanical equipment, therefore a customized protocol will be designed by our engineering team and /or the requirements of subscriber.

### **4.5. Detail of report**

#### 4.5.1 Scoring System

After audit process, a report will be drafted with reference to the previous assessment. The overall performance assessment is the evaluation of all three assessment parts; it applies the scoring system and will be attached with an overall comment. The counting mark ratio among the Customer Survey, Mystery Shopper and Management System Check program is 2:2:1. The level of performance is divided into five levels corresponding to the mark as the following table.

Excellent Service Assessment Table

Score / %	0-29	30-59	60-69	70-79	80 or above
Performance level	Poor	Dissatisfied	Satisfied	Good	Excellent
Comment	Need improvement				Excellent

For those who get 80 marks or more belong to the excellent service group which is eligible to be bestowed the certification; for those who get the mark below 80 need take action for improvement while the improvement period is set as 1 month; the unsuccessful applicant will receive a report listing which aspects don't fulfill the requirement, and the decision of granting certification will be made according to the improvement effect.

#### 4.5.2 Report Style

The report includes five specific parts which are foundation information, hardware section, software section, the overall performance assessment and the improvement recommendation section.

The foundation information consists of the basic data of three assessment programs, which includes the amount and age groups of interviewer, and the distribution condition of questionnaire, etc.

For the hardware section, it mainly discusses the detail of the appliance and the environment, while it consists of the review on store appearance and merchandise/operation; for the software section, it emphasizes the personnel behavior and management system, which includes the knowledge and attitude aspects in terms of the customer service, and whether there is a well develop management system for operation.

The overall performance assessment concludes the services, while it will be delivered by a mark and attached a comment findings for reflecting the service provided.

The improvement recommendation section that lists the advice about the improvement of the service will be delivered to the subscriber. The given advice will base on the weakness of the service according to the previous performance in the assessment, for example, the arrangement of queue for commerce. Moreover, for subscriber without any progress handing the customer complaint, it is suggested to set up a handing complaints mechanism; investigation, record and sequential corrective action shall be taken for the amelioration after

receiving the complaints. Those actions shall be well documented and kept available for inspection upon requested by the auditor. The client is suggested to apply the improvement advice for getting a better service



#### **4.6. Issue of Hong Kong Excellent Service / Product Mark**

Excellent Service / Product Mark License could be granted to service provider/subscribers when satisfactory result of overall review assessment is obtained. Subscribers are permitted to label Excellent Service/ Product Mark in their stores and on the products

The license includes the following information:

- License number;
- Date of issue;
- Information about Subscriber;
- Certification of services / product information, i.e. product type, model number etc;
- Expiry date of certification.

#### **4.7. Continual Surveillance**

For Excellent Service Scheme- Routine Audit Visit will be carried out at least once a year for the continual licensing or other special requirements based on the service provider/subscribers.

For Excellent Product Scheme-There is no fixed surveillance period. It shall depend on the product model if keep existing in the market. Again, a customized surveillance program will be designed by our engineering team and /or the requirements of subscriber.

### **5. Audit location and Product Modification**

The service provider/subscribers should inform HKCC of any intended modification on any Certified Service/Product. Whenever service provider/subscribers requests to modify a Certified Product, Subscriber should submit a “Modification Request”, which is obtainable from

HKCC.

HKCC will evaluate the submitted information from the Subscriber and to make sure that the following information is clearly stated in the form and / or other records submitted:

- Relevant License Number;
- Proposed type / model of product to be modified;
- Reason(s) for modification;
- Proposed effective date of modification;
- Modification detail

During the course of application review, HKCC will determine whether sample testing on the modified product is required. If the modification is related to critical item(s) of the concerned product, the modified product may undergo the sample testing process or reassessment.

## 6. Certification Suspension/ Cancellation

The situations in which suspension may be initiated shall include, but not be limited to, the following:

- (a) Voluntary suspension is self-initiated by the Subscriber and is non-disciplinary in nature. The Subscriber may, by written notice, voluntarily suspend its certification for any or all of the products for which it holds certification.
- (b) Delay of payment: When any payment becomes overdue by 2 months, HKCC may send a letter to the Subscriber warning of the possibility of suspension of certification.
- (c) Delay of Routine Audit Visit (RIV): When the scheduled RIV has been overdue by 3 months, the HKCC will send a letter to the Subscriber warning of the possibility of suspension of certification.
- (d) Other Matters**
  - The surveillance shows non-compliance with the Requirements of a serious nature but immediate withdrawal is not necessary;
  - Serious customer complaints;
  - Breach of the Excellent Service / Product Mark Regulations or any other contravention of

the rules of the Scheme or the procedures of HKCC;

- Misuse of the Mark or the License, e.g. misleading prints or advertisement not solved by suitable retraction or appropriate remedial measures by the Subscriber;
- Reported incidence from the public.

The Suspension can only last for a maximum of 2 years, or the period specified in the Suspended Notification Letter.

The Subscriber can initiate resumption of certification by a written request to HKCC within the allowable suspension period specified in the Suspension Notification Letter. After the receipt of the Subscriber's request, HKCC will evaluate whether the Subscriber has fulfilled the resumption conditions as indicated in the Suspension Notification Letter.

The circumstances in which cancellation of certification will be initiated include, but are not limited to, the following:

- (a) If the surveillance visit shows that the non-compliance is of a serious nature;
- (b) If there is any serious contravention to the Excellent Service / Product Mark Regulations;
- (c) If inadequate corrective measures are taken by the Subscriber in the case of suspension;

If a Subscriber desires to cancel the Certification, the Subscriber should notify HKCC in writing stating the proposed date for terminating the Excellent Service Mark Regulations.

Resumption of Certification will go through the normal application and assessment procedures. A new License number will be issued on successful completion of certification.

## **7. Regulations for Certification Mark**

The use of Excellent Service / Product Mark License and Excellent Service /Product Mark is subject to certain conditions as outlined below:

The Excellent Service / Product Mark and the License are the properties of the Hong Kong Certification Centre. HKCC has full control over the use and display of License and the Mark. Subscriber authorized to use the Mark and License shall ensure that they are used in accordance with the regulations and requirements laid down in this document.

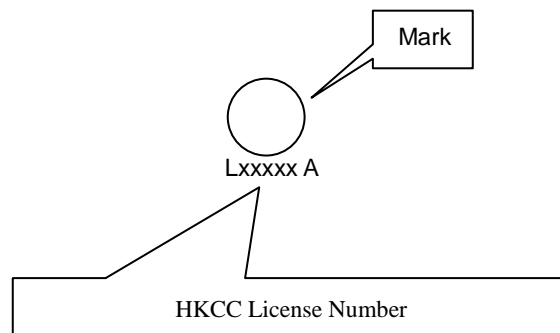
When certification of the product has been authorized there shall be a marking to indicate

compliance with the Hong Kong Certification Centre's requirements in the form outlined below. Under no circumstances should a product bearing the Excellent Service / Product Mark be released to the market prior to authorize certification.

The Excellent Service / Product Mark may appear in any size provided it is not less than 5mm in height. The Mark can be enlarged or reduced with its aspect ratio remaining unchanged. Where limitations of space prevent the use of the Mark in the minimum size (i.e. 5mm in height), requests to use a Mark of smaller dimensions will be considered by HKCC on the basis of legibility.

The Excellent Service / Product Mark on any Certified Service / Product will be identified with the holder of the License.

The Excellent Service / Product Mark shall be marked together with HKCC License Number\*. It should be placed adjacent to the model's identity as far as possible.



\* **The HKCC License Number shall be adjacent to the Hong Kong Safety Mark. This number is recorded in the “Directory of HKCC Certified Products”.**

Where the Excellent Service / Product Mark is permitted to appear on a product by a separate marking medium, HKCC License Number shall be included in the design of the separate marking medium.

The Excellent Service / Product Mark should be applied in such a way that is easily visible, clear, legible, and reliable and prevents it from deterioration.

**- End of Certification Scheme -**

