



HKRMA Quality Service Programme (QSP) 優質服務計劃 - Summary of Services



	1. Recognition Service 服務認證		2. Benchmarking Service 基準服務評估	3. Customization Service 自訂服務指標
	a. Quality Service Recognition 優質服務認證 (for all outlets)	b. Flagship Service Recognition 旗艦服務認證 (for specific outlets with outstanding service)		
Target	Retailers who wish to quickly get basic service recognition to enhance the brand image	Retailers who wish to build up flagship stores with outstanding service	Retailers who wish to consistently monitor and benchmark own service performance with competitors	Tailor-made service upon client's requests such as:
Assessment	One-off mystery shopper assessment		Consistent mystery shopper assessment on a quarterly basis	- Specific staff assessment - Product trial - Store visits in Macau - Market research on products and prices
No. of Stores Assessed	A certain ratio of the total number of stores will be randomly selected and assessed	Specific stores nominated by the brand will be assessed	A certain ratio of the total number of stores will be randomly selected and assessed	- Survey data analysis - Third-party service recognition for organizations - Assessment cum consultancy service
Criteria	Comprehensive assessment covering the framework of "3 Perspectives and 7 Key Service Touch-points" of shop front customer journey			
Must-Pass Criteria	15 must-pass service criteria	32 must-pass service criteria	NA	
Assessment Report	Yes	Yes	A thorough report showing participating brand performance vs category performance vs industry performance	
Recognition	Recognition will be granted as long as all randomly selected stores pass the assessment. Recognition stickers can be displayed at all outlets for 12 months	Recognition will be granted if the specific store pass the assessment. Recognition sticker can be displayed at the recognized outlets for 12 months	NA	
				
Award	NA	Recognised stores will have a chance to enter into phase 2 assessment of '2021 Service Talent Award' and compete for ' The Top 10 Outstanding Service Flagship Stores ' (details to be announced in June)	Awards will be granted to service leaders on quarterly and yearly basis	
				

Last updated on 18 March 2021