

Bloggers' Recommended Shop Award 「網絡紅人推薦商店」獎項



Social media has grown rapidly in recent years. More and more consumers are collecting the latest service and product information from the Internet. Bloggers review new products and share their experience as customers in retail stores and restaurants. They may influence their 'followers' and the market trends.

Hong Kong Quality Assurance Agency (HKQAA) is now introducing the Bloggers' Recommended Shop Award, which aims to recognise merchants with excellent customer service. Bloggers are invited to visit the participating merchants as mystery shoppers and evaluate their service quality.

Award Presentation

If participating merchants achieve a satisfactory assessment result, they will be awarded the "Bloggers' Choice" Sticker which can be placed inside their stores. Bloggers will spread the customer experience on their blogs or other social networking websites, with the consent of participating merchants. In addition, every year HKQAA will present Bloggers' Recommended Award trophies to merchants with the highest scores.

Benefits

- The Sticker recognises outstanding customer service and builds a strong word-of-mouth foundation.
- Bloggers share good customer experience on social media to promote the awarded merchants.
- The brand new mystery shopper assessments and promotions on social media bring in more business opportunities.
- The blogger reviews provide case studies for use by awarded merchants in their internal training.

Assessment Criteria

Each store is regarded as a participating unit (i.e. with the business address of a physical store). If the merchants own multiple stores, they can decide which stores will participate. There is no limit on the number of participating stores.

Bloggers visit the participating stores as mystery shoppers and conduct assessments based on six criteria (W.I.S.D.O.M).

近年網絡社交媒體崛起，越來越多的消費者從網絡取得最新服務及產品資訊，促成了博客群 (Bloggers) 及其追隨者 (Followers) 的出現。博客活躍於社交媒體，評價新產品，分享其零售店舖、食肆的消費體驗，他們在網絡社交媒體所寫所表達的感受隨時可以帶動市場潮流。

香港品質保證局 (HKQAA) 特意建立「網絡紅人推薦商店」獎項，表揚在顧客服務上有出色表現的商店。評審方法是邀請博客以神秘顧客身份，先拜訪參與此計劃的商店，待離開商店後對其服務質素評分。

頒發獎項

參與計劃的商店若達到門檻分數，會獲本局頒發「網絡紅人推薦商店」(中文) 及「Bloggers' Choice」(英文) 標貼，用以張貼在商店內。博客亦將會把他們的消費體驗，在徵得參與計劃商店的同意下，在其部落格 (Blogs) 或其他社交媒體向外界分享。此外，本局每年亦會選出分數最高的商店，邀請他們參加頒獎典禮並授予「網絡紅人推薦商店」獎座。

好處

- 獎項標貼向外間展示優質顧客服務，建立品牌口碑。
- 博客在網絡社交媒體分享其良好消費體驗，成為獲獎商店的宣傳途徑。
- 神秘顧客評核重新定位，結合網絡社交媒體的分享，為銷售人員帶來業務機會。
- 博客的分享文章可以提供案例，豐富獲獎商店的內部培訓教材。

評審準則

此獎項計畫是以商店為參賽單位 (即具備實體經營地址)，所以若商戶擁有多家商店，他可以自行決定那間商店參加，而商戶參加的商店數目亦沒有限制。

博客以神秘顧客的身份到訪參加計劃的商店，在服務的六大範疇 (W.I.S.D.O.M) 進行評核。

Criteria 範疇	Guidelines 準則
W elcome your customer 歡迎	Greet customers with courtesy 歡迎顧客、向顧客問好
I nitiate your customer's needs 興趣	Understand customers' needs with heart; invite them to try products and introduce with assistive tools 向顧客發問以了解其需要、用心聆聽、邀請顧客試用產品、介紹產品、以工具輔助介紹
S erve your customer 服務	Provide the service, for example, waiters serve dishes and clean tables, beauticians provide beauty services etc. 為顧客提供服務(例如餐廳服務員奉餐、清潔餐桌；美容師為顧客提供美容服務等等)
D elight your customer 喜悅	Bring joy to customers and exceed their expectations 為顧客帶來喜悅、超越顧客期望
O ptimize business opportunities 機會	Add value to the sale and encourage return customers 附加銷售、邀請顧客再光臨
M eticulous appearance and environment 外觀	Maintain a professional look and organised environment 職員對儀容及店鋪環境一絲不苟

The participating store will be assessed twice, at no less than three-monthly intervals. Each time, three bloggers will visit the store to assess it.

If the participating store receives a passing score in the assessment, it means the store passes the test.

If the participating store successfully completes the first assessment, it then receives the "Bloggers' Choice" Sticker. If it passes the second assessment (review), it can continue to display the Sticker. The display period of the Sticker is up to one year from the date of issuance.

Annual Award

Participating stores (whose Stickers are still within the display period) which pass two assessments with a top-20 highest average score by 31 March of the next year will be recognised at the annual award presentation ceremony.

每間參加計劃的商店將接受兩個回合的評核，每個回合的相距時間最少三個月。於每個回合，三位博客會分別到訪商店進行評審。

於每個評核回合，若參加計劃的商店達到門檻分數，即表示已通過該回合的評核。

參加計劃的商店若通過第一回合評核，已可獲頒發推薦商店標貼，張貼於店內。若再通過第二回合評核(覆檢)，該商店將可繼續張貼標貼。張貼標貼的期限為自本局向商店發出標貼起計的一年之內。

年度獎項

截至下年三月三十一日，所有已通過兩個回合評核的參加計劃商店，若其兩個回合的平均分數擠身首二十位之內，而其標貼仍然在有效展示期內，將會獲邀出席年度大會，頒授年度獎項。

For further details, please contact us at:

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