

## International CRE & CSQS Leadership Summit 2014 & International CRE Awards Ceremony

# Hang Lung Properties

A commitment to excellence and a positive attitude are at the heart of award-winning customer service



Hang Lung Properties wins the Customer Relationship Excellence – Outstanding Achievement and three additional CRE Corporate Awards

Based on its core values of simplicity, authority, integrity and loyalty, Hang Lung Properties relies on its team efforts and its dedication to continuous improvements in delivering a professional customer service.



Positive attitudes as the key to outstanding customer care

As a leading company in Hong Kong, Hang Lung Properties boasts an extensive real estate portfolio in the city. The firm also has been an active player in the mainland China market since the 1990s, specializing in building, owning and managing world-class commercial complexes in key cities throughout China.

With an insistence on excellence at every level that pervades its operations, Hang Lung Properties has won an array of international accolades over the years. The results announced at the 2014 Asia Pacific Customer Relationship Excellence Awards

Dinner Ceremony again reflect its wide-ranging accomplishments.

Hang Lung Properties is honored with four awards in total, namely the Customer Relationship Excellence – Outstanding Achievement Award, the Corporate Social Responsibility Leadership of the Year (Property Management) Award, the Employee Engagement Program of the Year (Property Management) Award, and the People Development Program of the Year (Property Management) Award.

### Pursuit of excellence

Committed to the 'We Do It Right' principle, Hang Lung Properties has long made customer care a significant priority. "We strive to deliver the best services, and this commitment serves as a corporate backdrop to develop as a passion for the whole team," says Ms. Bella Chhoa, Assistant Director of Corporate Affairs in Hang Lung Properties.

She explains that attention to detail is key to the delivery of outstanding customer service. "For example, we specially appointed renowned designer Lu Lu Cheung to design our company uniform in order to give it a fresh and professional look, as we want the team to develop a sense of pride and belonging," says Ms. Chhoa. Further, as part of the staff engagement initiatives, front line staffs are encouraged to voice out their comments regarding the uniform in order to help the company to enhance its design. "Then we move onto grooming, which

is another important focus of our Star Service Campaign."



"We strive to deliver the best services", says Ms. Bella Chhoa, Assistant Director of Corporate Affairs in Hang Lung Properties

### Human resources management

With the ever-rising expectations in customer care nowadays, Hang Lung is determined to maintain its exceptional customer service. It starts with rigorous procedures for staff recruitment, followed by a systematic training program once staff are on board. The company runs a regular Executive Exchange Program for managerial staff, and a Management Trainee Program to build up its pool of talents. As well, there are Career Programs for operational staff, and ongoing training and development programs to ensure staff are well-qualified and up to date in their knowledge and skills.

In promoting staff engagement, Hang Lung devotes considerable resources to staff bonding and team-building through engagement and training programs. "For example, customer service staff are encouraged to communicate directly with their supervisors. Furthermore, we have set up a Customer Service Committee to ensure that management listens to and acts on suggestions and feedback," stresses Ms. Chhoa.

### Positive mindset as the key to quality service

Hang Lung also attributes its success in customer service to the positive attitude among the team members. In particular, Ms. Chhoa highlights the significance of a positive mindset when handling customers' complaints. "First of all, don't carry the

mindset that they are difficult to deal with. Staff are reminded to keep a positive attitude. Putting themselves in the customers' shoes is often the key to understanding the grievances."

She also encourages customer service staff to consider customer complaints as "gifts", as they are valuable first-hand feedback that often leads the property or shopping mall to become aware of hidden problems, and come up with appropriate solutions.

### Corporate social responsibility

In line with the "Hang Lung as One" corporate spirit, staff participate enthusiastically in a wide range of corporate social responsibility programs. The Hang Lung volunteer team now comprises more than 1,000 members, and in 2013, they organized about 70 activities – an increase of 250% compared to the previous year – while the time devoted to volunteer service to the community amounted to nearly 6,500 hours.

In 2013, Hang Lung's 17 properties in Hong Kong have been awarded the "Class of Excellence" Wastewise Label under the Hong Kong Awards for Environmental Excellence scheme for 2012/13. Of the properties under its management, Amoy Gardens has won this recognition for the first time, a further welcome endorsement of the Company's strenuous efforts to reduce waste and to build an environmentally friendly community.

"Our staff are among our most important stakeholders," Ms. Chhoa emphasizes. "That's why we strive continuously to improve staff well-being by providing a safe and healthy working environment, and facilitating a satisfying work-life balance."



Frontline customer service staff on duty



Professional team training and staff engagement as an important foundation of excellent customer service