

Service Appreciation in Hong Kong 2014

Presentation

Prepared by Ipsos Hong Kong

Background, Objectives & Research Approach



Business Objectives

For the second time, HKACE aims to provide members and the public with an overview of service appreciation and complaint culture in Hong Kong

Research Objectives

To gauge customers' expectation of company's reaction and handling of appreciation and complaints

To understand both employers' and employees' perceptions towards service appreciation

To provide recommendations of nurturing service appreciation

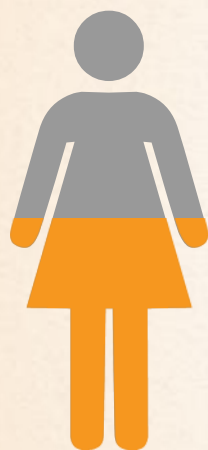
To identify the drivers of making appreciation among customers

To understand the channels for showing appreciation and reporting complaints among customers

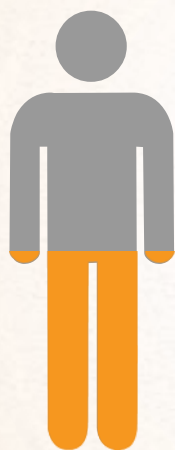


	Customer	Employee	Employer
Methodology	Online survey	Online & Paper survey	Roundtable discussion
Sample size	800	675	10
Fieldwork period	15 – 24 Oct	5 Nov - 8 Dec	6 Nov
Target respondent	Hong Kong residents who have experienced customer service in any of the industries below in the past 12 months: • Bank/insurance • Hi-tech/telecom • Government or public services • Real estate • Retail/wholesale • Airline • Hotel/travel/tourism • Public transportation • Automotive/automotive-related sectors	Frontline staff who have provided service to customer service in the following industries in the past 12 months: • Bank/insurance • Hi-tech/telecom • Government or public services • Real estate • Retail/wholesale • Airline • Hotel/travel/tourism • Public transportation	HR/ Customer service managers from HKACE member companies to share opinion and good practices on service appreciation.

Gender

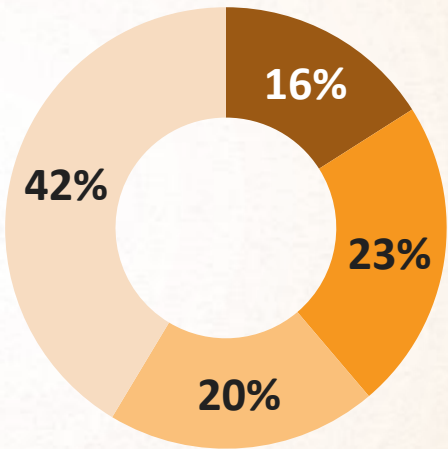


54%
n=430



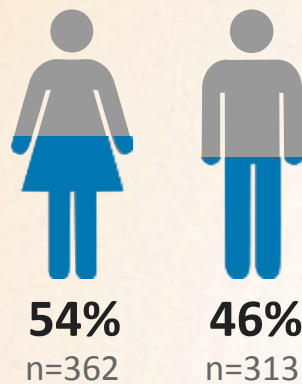
46%
n=370

Age

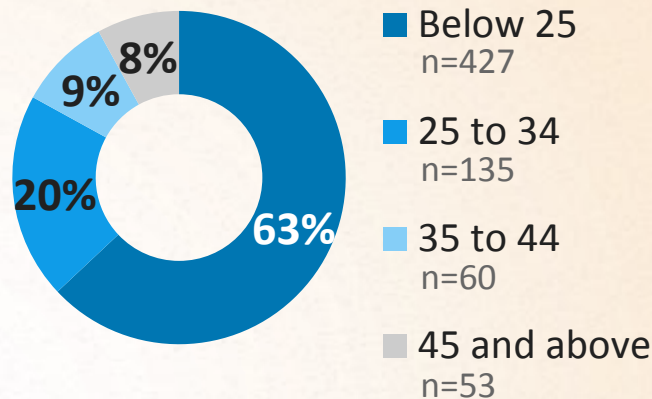


- Below 25
n=129
- 25 to 34
n=181
- 35 to 44
n=156
- 45 and above
n=334

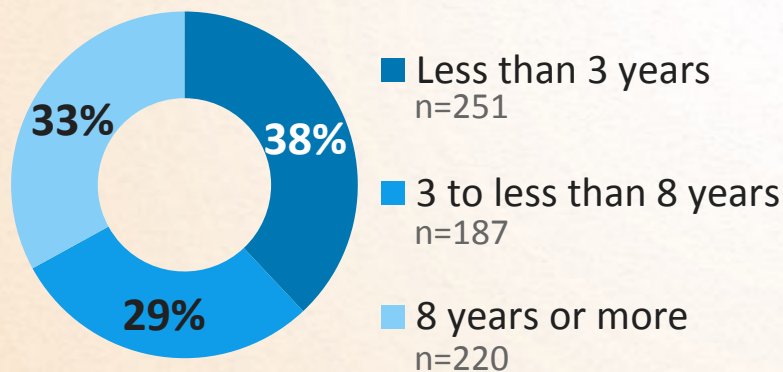
Gender



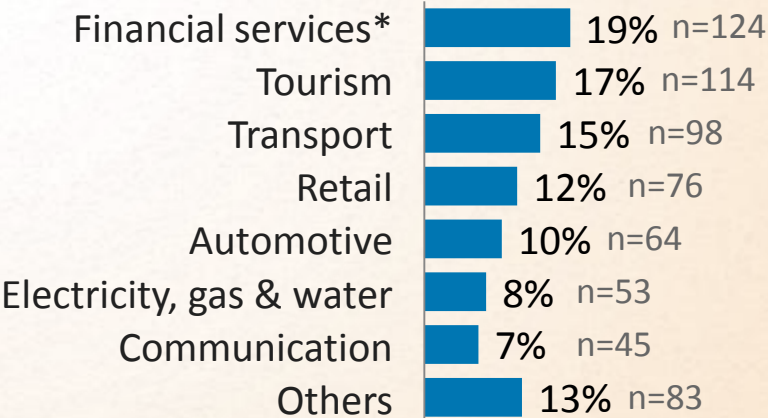
Age



Years working in current company



Industry



Total sample size: 675
* Financial services include: banking, insurance, and other finance related industries

10 Employers from 5 industries...



Electricity



**Financial Services &
Insurance**



**Property
Management**



Telecommunication



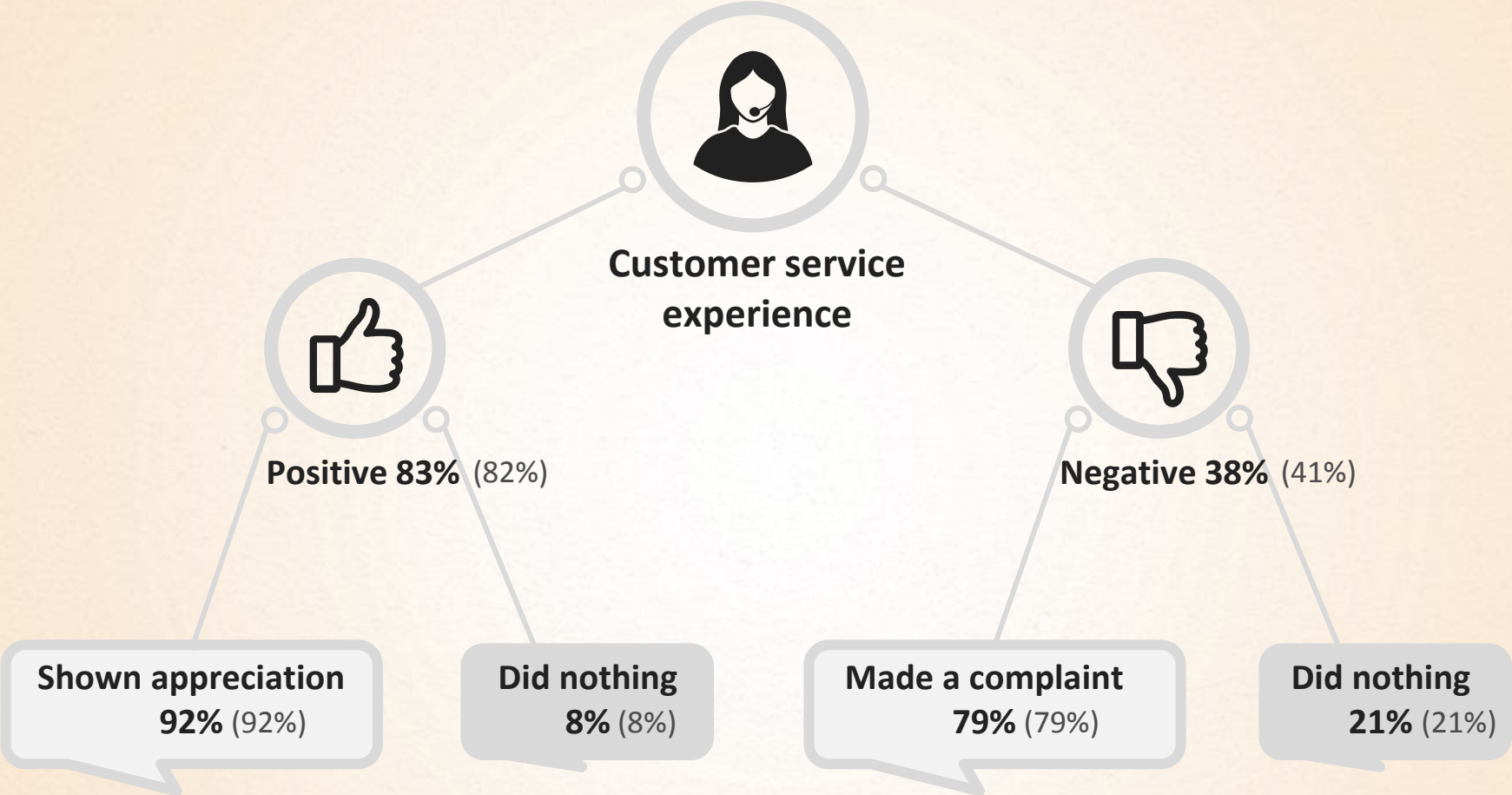
Transport



Service Culture 2014

Key Indicators

Customer service experience is on par with that of 2013.



S6 (Customer survey) In the past 12 months in Hong Kong, have you experienced any of the following customer services? Please select all that apply.
S7 (Customer survey) Which of these sectors have you shown appreciation for good customer service in the past 12 months? Please select all that apply.
S8 (Customer survey) Which of these sectors have you made a complaint for poor customer service in the past 12 months? Please select all that apply.



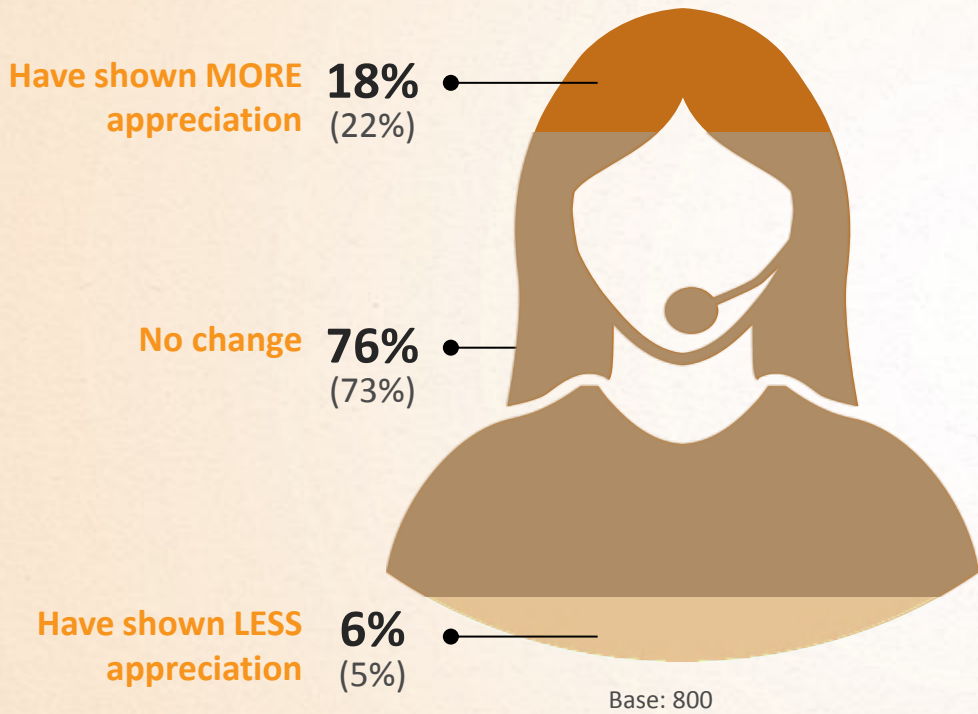
Base: 800

A6 (Customer survey) What did you think about the quality of service in your most recent customer service experience?

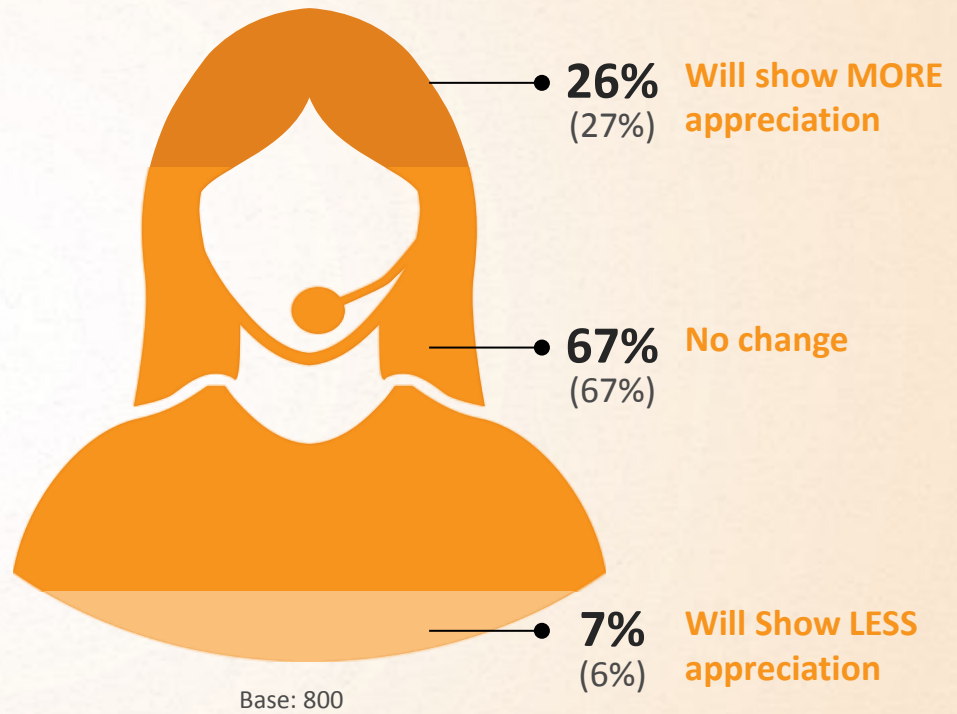
Customers' change in appreciation for good customer service in the coming 12 months

While only 18% of customers have shown more appreciation in the past 12 months, 26% states that they intend ¹¹ to show more appreciation in the upcoming 12 months.

Past 12 months



Upcoming 12 months



A2 (Customer survey) How has your behavior towards good customer service changed in the past 12 months?
A8 (Customer survey) How will you change your appreciation for good customer service in the upcoming 12 months compared to now?

Most customers simply want to voice out their feedback.

49%

(48%)



I want to voice out
my feedback

47%

(48%)



Encourage staff to
provide better
service

45%

(43%)



Encourage promotion
of service culture

45%

(44%)



Enable the staff
to enjoy being
appreciated

35%

(38%)

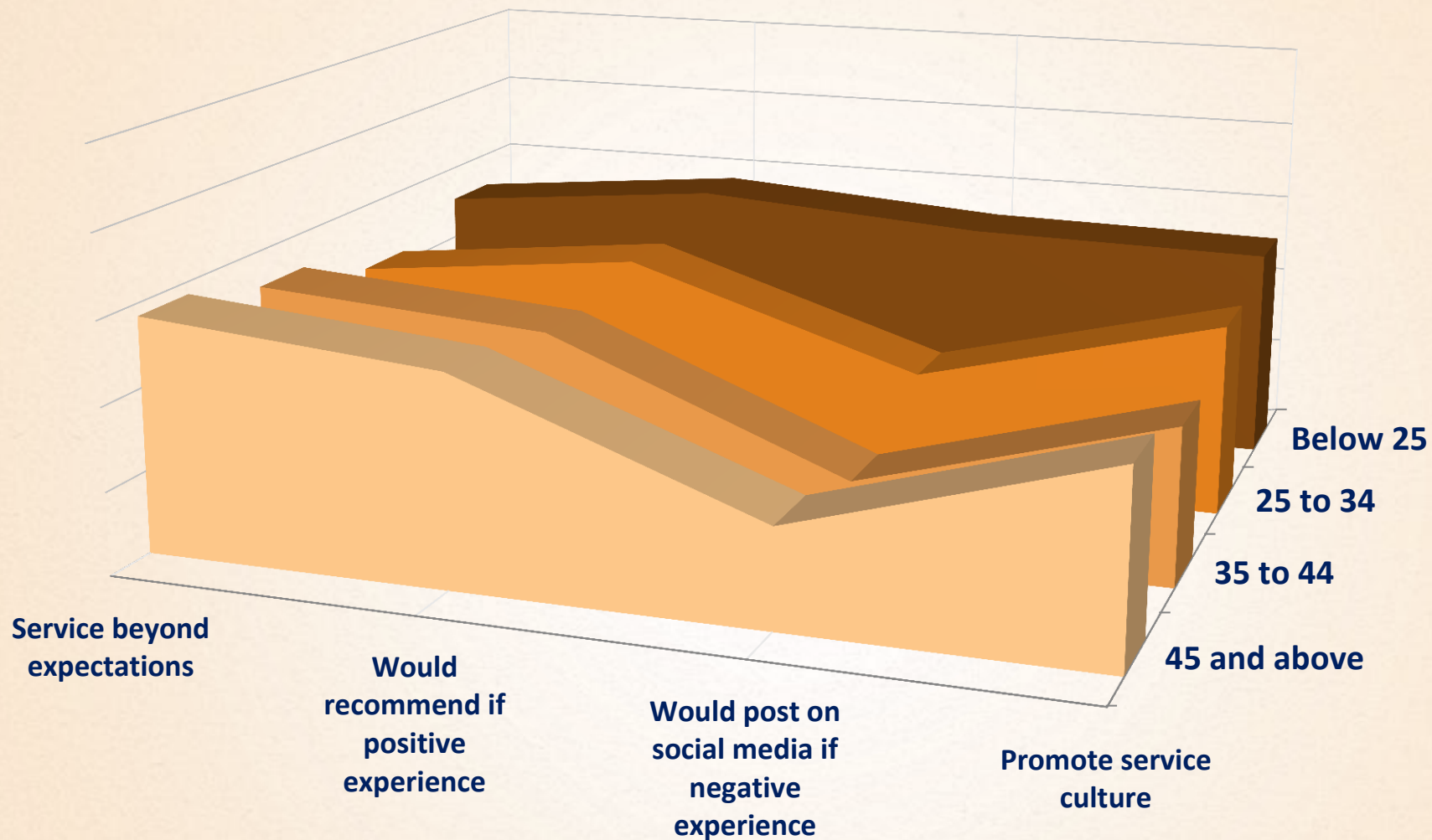


Encourage the
organization to
continuously
improve quality of
customer service

Base: 611

B5 (Customer survey) What did you expect to achieve after showing appreciation?

A successful service culture takes into account age differences and preferences



Detailed Findings

Customers by Age Group

Channels use to show appreciation/ complain to the staff/organization

29% aged below 25 use social media as a channel to show appreciation
(Average: 20%)

53% would post negative feedback on social media
(Average: 28%)

19% would share poor experience with media
(Average: 10%)

Below 25

B4 (Customer survey) What channels did you use to show appreciation to the staff/organization?
C4 (Customer survey) Which of the following channels did you use to make a complaint?

Customers' actual actions after receiving good/ bad customer service

58% aged below 25
recommended the
store/brand to friends
(Average: 51%)

34% posted negative
feedback on social
media
(Average: 25%)

Below 25

B1 (Customer survey) Which of the following did you do upon receiving good customer service?
C1 (Customer survey) Which of the following(s) did you do upon receiving poor customer service?

Channels use to show appreciation/ complain to the staff/organization

63% aged 25 to 34 share good service stories with friends & colleagues
(Average: 54%)

54% would complain about the bad experience to friends & colleagues
(Average: 52%)

25 to 34

B4 (Customer survey) What channels did you use to show appreciation to the staff/organization?
C4 (Customer survey) Which of the following channels did you use to make a complaint?

Customers' actual actions after receiving good/ bad customer service

65% aged 25 to 34 returned to
the store again

(Average: 58%)

52% never return to the
store again

(Average: 49%)

25 to 34

B1 (Customer survey) Which of the following did you do upon receiving good customer service?
C1 (Customer survey) Which of the following(s) did you do upon receiving poor customer service?

61% aged 35 to 44 would
show their appreciation
to service staff directly
(Average: 56%)

43% would complain about
the bad service to
service staff directly
(Average: 34%)

35 to 44

B4 (Customer survey) What channels did you use to show appreciation to the staff/organization?

C4 (Customer survey) Which of the following channels did you use to make a complaint?

Customers' actual actions after receiving good/ bad customer service

54% aged 35 to 44 returned to the store again

(Average: 58%)

52% never return to the store again

(Average: 49%)

35 to 44

B1 (Customer survey) Which of the following did you do upon receiving good customer service?
C1 (Customer survey) Which of the following(s) did you do upon receiving poor customer service?

Channels use to show appreciation/ complain to the staff/organization

59% aged 45 and above share
good service stories with
friends & colleagues
(Average: 54%)

56% would complain about
the bad experience to
friends & colleagues
(Average: 52%)

45 and above

B4 (Customer survey) What channels did you use to show appreciation to the staff/organization?

C4 (Customer survey) Which of the following channels did you use to make a complaint?

Customers' actual actions after receiving good/ bad customer service

56% aged 45 and above
returned to the store
again
(Average: 58%)

51% told their family &
friends to avoid the
store
(Average: 48%)

45 and above

B1 (Customer survey) Which of the following did you do upon receiving good customer service?
C1 (Customer survey) Which of the following(s) did you do upon receiving poor customer service?



Detailed Findings

Employers & Employees

*“We receive appreciation from lots of channels: emails, letters”**

*“We conduct satisfaction surveys to understand customers and adjust our practices”**

*“We have feedback forms at the counters that customers could fill in at any time”**

87%

There are well-developed channels communicating appreciations / complaints in the company



Base: 667

A20 (Employee survey) Are there any well-developed processes/channels in your company for communicating customer appreciation and complaint to you?

*Verbatim from Employer Roundtable

“Facebook is very transparent [...] If we received complaints on a certain staff, we would refer to the manager [...] Some customers demand a feedback within a certain number of hours.”

“We started a Facebook page since last year. Of course we would delete posts with explicit language, but generally speaking, we do follow up on each case. We have ground rules: we have to respond within a certain period of time, and how the case should be escalated”

74%

of employees have received
customer appreciation.



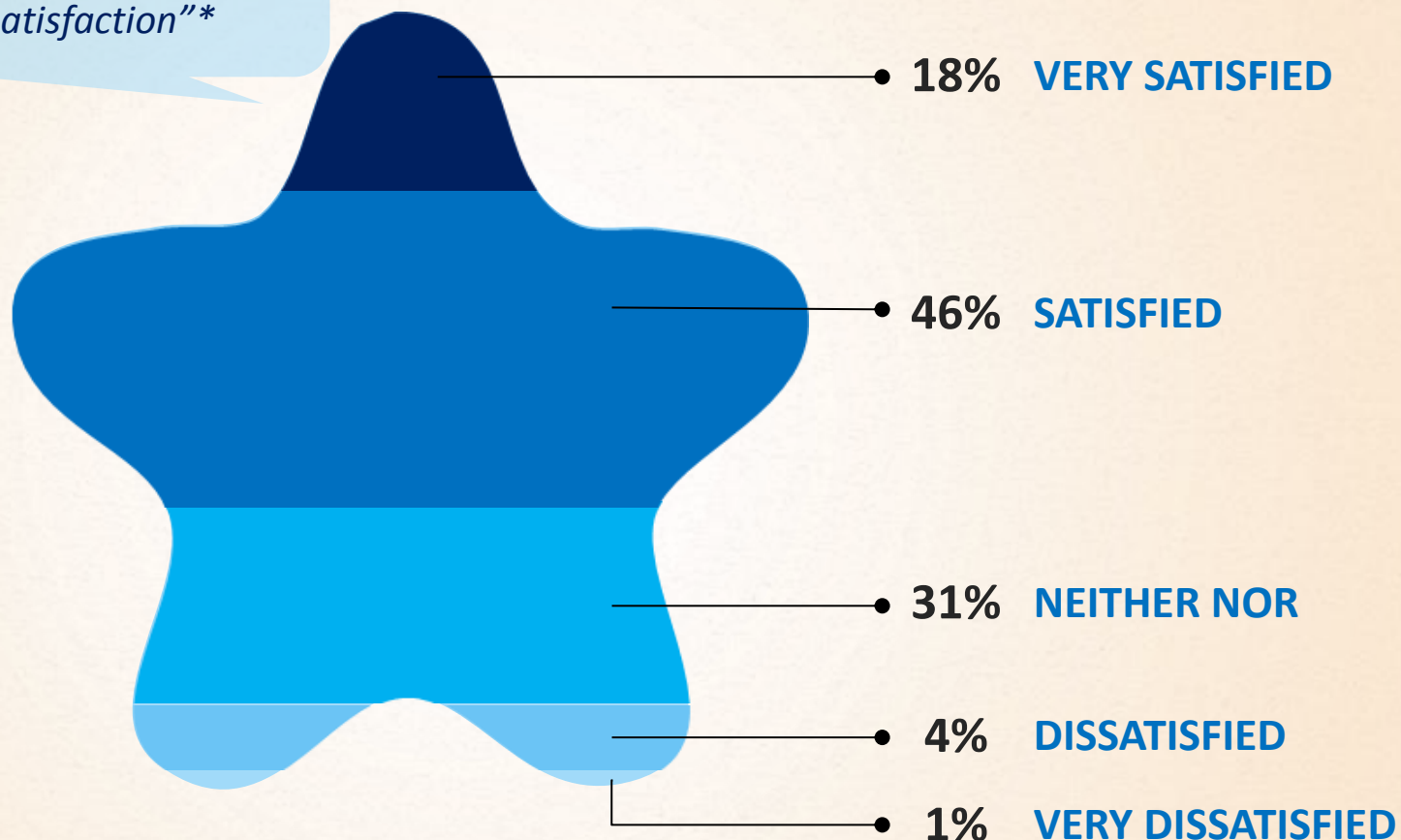
Thank you!

Base: 675

A7 (Employee survey) Have you ever received customer appreciation for the service that you have provided?

*"We emphasize Happy Staff-Happy Customer.
Only happy staff would deliver good service to
customers and achieve high satisfaction"**

In general, employees are
satisfied with the current
recognition program.



Base: 579

A15 (Employee survey) How satisfied are you with the current recognition program/reward system in your company?

* Verbatim from Employer Roundtable

What employees consider as good ways of appreciation/motivation

In terms of incentive for good CS, the majority regard financial incentives as best.

80%



Financial incentives

70%



Opportunities
for promotion

57%



Paid leave time

50%



A personal
“thank you” card,
note or email
from customers

35%



Verbal appreciation
from your manager
in front of colleagues

*“Our main concern is to improve current practices. Old practices have been used for such a long time people are used to them. We need better ideas and better staff participation. It is better for them to join and improve this appreciation program together with us”**

Base: 651

A22 (Employee survey) Which of the following statements can motivate you, as a service staff, to perform better?

* Verbatim from Employer Roundtable

*"Both appreciation and complaint are part of personal records and they would be taken into consideration during performance review. If they want a promotion, these records will be reviewed"**

53%



Written record on
the appraisal form

25%



Informal during a
team meeting
with a simple
handshake

21%



Formal setting with a
grand ceremony

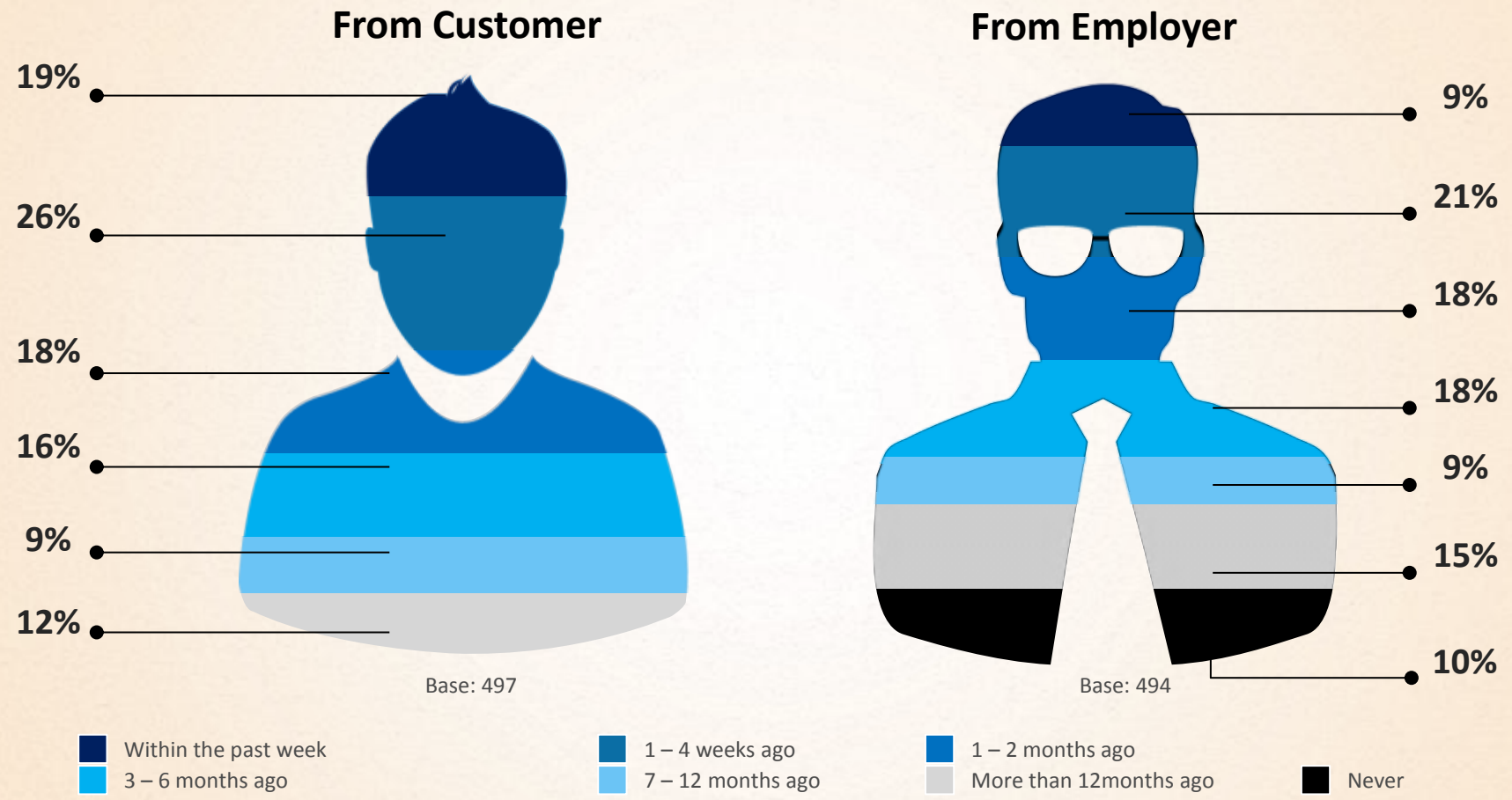
Base: 662

A12 (Employee survey) In your opinion, which setting do you prefer to receive the recognition from your organization?

* Verbatim from Employer Roundtable

Frequency of customer appreciation and employer recognition

15% of employees received their last recognition from their employers more than 12 months ago; 10% have never received recognition from employers.



A8 (Employee survey) Then, when was the last time that you have received customer appreciation?
A10 (Employee survey) When was the last time that you have received recognition for good customer feedback from organization?

“It takes a long time to process the appreciation [...] We have to collect all appreciation letters, sort them out and appreciate. Some employees have already forgotten about the whole episode”

“The process is found to be a bit slow”

“We need instant appreciation and we need it fast. We need the immediate supervisor, manager to do it on the spot, or a system that rewards the staff instantly”

Summary

Promoting a successful service culture requires a collaborative effort from customers, employees and employers



CUSTOMERS

<25:

High Risk High Reward

- Want to encourage promotion of service culture
- Would post a complaint for bad service via social media

35-44:

Silent But Feedback to Staff Directly

- Least likely to interact with brands to voice their satisfaction or displeasure
- Would rather share it directly with the staff

25-34:

Hard to Please But Loyal if Satisfied

- Most demanding customers
- Share good experience with friends & colleagues
- Most likely to go back to a store again if satisfied

>45:

Most Satisfied Core Group

- Most satisfied customers – quality of service beyond expectation
- Fairly likely to share feedback on the services they receive

EMPLOYERS & EMPLOYEES

