





# CUSTOMER SERVICE

The Group believes two-way communication is the key to good customer service. Various new initiatives in property handovers and management have been put in place to achieve customer satisfaction.

## REVIEW OF OPERATIONS – CUSTOMER SERVICE



*Vice Chairman & Managing Director Thomas Kwok (left), likes to engage in two-way communication with residents of the Group's developments.*



*The Group offers superb property management. Professionally-trained clubhouse staff tutor children's learning groups.*

The Group is dedicated to providing the finest customer service, following the principle that 'customers come first'. As well as offering high-quality, innovative services, it also encourages two-way communication by taking the initiative to listen to customers and find out what they need.

Property management subsidiaries within the Group are committed to delivering quality management service, frequently receiving commendation letters from residents. During the year, Hong Yip was the first local property manager to win a Certificate of Excellence in the Hong Kong Management Association's 2002 Quality Awards. It also won the 2001 Hong Kong Retail Management Association Customer Service Award.

For several years, the Group's special Handover Team has been responsible for performing quality checks on new flats, ensuring that owners move into top-quality units in each of the Group's projects. The Team began offering a one-stop service last year by sending well-trained staff members to help with each handover. This year, the Group premiered two services for new flat owners: Easy Maintenance and Online Maintenance Records. With Easy Maintenance, flat owners can purchase original construction materials from the property management company to use in renovations. The service saves flat owners from having to look for construction materials. The Group's Online Maintenance Records service allows flat owners to monitor the progress of repairs through [superhome.net](http://superhome.net).



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## REVIEW OF OPERATIONS – CUSTOMER SERVICE

The six-year-old SHKP Club now has a membership of 160,000. It keeps introducing new services for members such as the Show Flat Preview Loyalty Scheme and Member-Buyer Reward Programme. During the year under review, the popular Show Flat Preview Loyalty Scheme was made more attractive with better prizes, while the Member-Buyer Reward Programme offered a chance to join the internal sale of Park Central and additional benefits to members who bought units in Park Island and Aegean Coast.

The Citibank SHKP Club VISA Card offers more privileges. Cardholders enjoy special offers when spending in more than 2,000 shops and restaurants in eight of the Group's shopping centres. The co-brand card is now used in 13 of the Group's properties, a number which is expected to increase to 21 in the near future.

The SHKP Forum in the Group's web site is Hong Kong's only Internet forum operated by a property company. The Forum facilitates two-way communication between the Group and the public. On average, the Group receives about 1,000 e-mail messages a month, which are taken care of by a dedicated customer service team. The Group's web site was ranked the best corporate site by Asiamoney during the year, an endorsement of the Group's emphasis on two-way communication.



*The SHKP Club keeps introducing new services for members such as the Show Flat Preview Loyalty Scheme and Member-Buyer Reward Programme.*



*The Group's corporate web site was ranked the best by a financial publication.*



*The Group's shopping mall management companies hold regular seminars for tenants, in order to maintain a high standard of service.*

## REVIEW OF OPERATIONS – ENVIRONMENTAL PROTECTION AND PROMOTION



*The Group mobilizes support for environmental protection from different sectors of the community.*



*Kai Shing and Hong Yip practise environmental protection in property management. They were two of the key organizers for the SHKP Environmental Protection Fun Fun Day 2002.*

The Group is devoted to working for a better environment. Protection of the environment is emphasized in various aspects of its operations, from project planning and construction to property management. It began the year-long Environmentally Friendly Joint Action campaign (Joint Action) during the year, mobilizing support from different sectors of the community in the hope of raising the standard of living for Hong Kong people.

Through the Group's member property management companies Hong Yip and Kai Shing, which together manage more than 200,000 households in 200 estates across Hong Kong, Joint Action puts words into action. The campaign aims to reduce waste by 10,000 tonnes and recycle 12,000 tonnes of material in 2002. To achieve these goals, a 1,000-strong team of Environment Protection Ambassadors was set up with participation from residents of estates developed by the Group. The Group also enlisted children in the drive for a cleaner Hong Kong, with about 200 youngsters volunteering for the year-long campaign.

Both Kai Shing and Hong Yip employ environmentally-friendly practices in property management, with extremely good support from residents. Kai Shing launched a Centralized Recycling and Management System in 80 estates and shopping malls. The system separates and recycles paper, plastic bottles and cans, handling over 5,500 tonnes of waste a year. The income generated from waste recycling will be used in furthering environmental protection.

The Group applies stringent environmental protection standards in planning its developments. For example, Park Island, the massive residential development by the Group in Ma Wan, retains its original green environment and is a model pollution-free community. The Group introduced a battery-powered shuttle bus, the Olympus, for Park Island residents, helping to keep the air clean.

The Group's environmental protection efforts are highly commended. During the year, two estates managed by Kai Shing, Siu Lun Court in Tuen Mun and Tin Wah Estate in Tin Shui Wai, won Gold Awards in the private and public housing categories respectively in the 2001 Hong Kong Eco-Business Awards. Separately, a number of properties and estates managed by Hong Yip and Kai Shing won cleanliness awards.

## REVIEW OF OPERATIONS – HUMAN RESOURCES AND TRAINING



*The Service Excellence Programme has trained over 7,000 staff since 1999. More than 1,000 front-line staff attended seminars under the programme during the year.*



*Believing that people are its greatest assets, the Group organized more than 300 training courses during the year.*

The Group has 18,000 employees (not including associated companies). It believes firmly in recruiting top-calibre staff and providing on-the-job training. During the year, the Group started a Management Trainee Programme for new university graduates. A number of the Group's business units also carried out a joint recruitment exercise to facilitate business development. In addition, more than 300 training courses were organized during the reporting period, with a combined attendance of more than 10,000.

The Management Trainee Programme recruits talented young graduates from leading universities and gives them the chance to meet with the Group's management during job briefings. Some recruits have already been allocated to different departments after passing a demanding screening process. In the 18-month programme, trainees not only learn theory, but also gain experience by working in different departments and taking part in various projects.

Group companies Hong Yip, Kai Shing, SmarTone and the Wilson Group staged a joint-recruitment exercise offering more than 700 jobs in customer service, security, car park management, car cleaning, telecom product marketing, technical work and cleaning. The two-day exercise drew 3,000 people.

The Service Excellence Programme that began in 1999 has so far trained more than 7,000 staff, and 1,000 front-line staff participated in seminars during the year. The more than 300 courses offered in the year covered a wide range of areas including management skills, business strategy, customer service, language and communications, business and technology, personal development and quality management. The Group also offered English-language training to staff, to support the government's drive to upgrade workplace English. Staff can also apply for sponsorship when they enrol in external job-related courses or degree programmes.

In September 2001, the Group started eLearning, a platform allowing staff to upgrade themselves online. eLearning provides information on over 20 subjects. In the year under review, the Group also provides about 60 recreational activities for its staff, including sports, hobbies and movie showings, with attendance reaching 9,000.



## REVIEW OF OPERATIONS – THE GROUP AND THE COMMUNITY



*Contributing to charity is part of the Group's culture.*

The Group is active in community service, contributing to various charitable organizations and offering help to the needy. During the year under review, the Group donated a total of HK\$68 million to charity.

The Group was the title sponsor of two activities in aid of the non-profit Suicide Prevention Services (SPS): the SPS Walkathon 2002 and SHKP Operation Sunshine. SHKP Operation Sunshine is a year-long programme to promote a positive attitude towards life among teenagers and encouraging them to tackle problems.

The Group's programme rewarding distinguished scholars at Tsinghua University in Beijing is in its sixth year. On the local education scene, the Group started the West New Territories Elite Students Programme several years ago, benefiting 12 primary and secondary schools in the area. It also continues to sponsor a number of MBA students at The Chinese University of Hong Kong, as part of its commitment to quality education.



*The Group encourages its employees to participate in charity marathons organized by the Community Chest.*

## REVIEW OF OPERATIONS – THE GROUP AND THE COMMUNITY

The Group has always been a staunch supporter of charity events, encouraging its employees to participate in charity marathons, fund raisers and the Dress Down Day organized by the Community Chest. As a result, the Group won the 2001/2002 Platinum Award in the Community Chest's Corporate and Employee Contribution Programme. Separately, the SHKP Fund for the Elderly, set up in 1995, has helped more than 10,000 needy seniors improve their living environment.

The Group participated in the rebuilding of primary schools in impoverished mountainous regions in China, and also donated computers to a number of schools in Hong Kong, offering students a chance to learn computer skills. The Group's support for charity and community organizations also takes the form of provision of space. It not only provides free space in shopping malls for fund-raising activities, it also continued to provide subsidized office space to Project ORBIS in Hong Kong and was again presented with the organization's Crystal Award this year.

Apart from charitable causes, the Group is also active in the community, for example sponsoring Shatin's festival of light this year.



*Vice Chairman & Managing Director Thomas Kwok (left) receives a souvenir from a representative from one of the elderly groups helped by the Group.*



*The Group sponsors a number of MBA students at the Chinese University of Hong Kong. Vice Chairman & Managing Director Raymond Kwok (seated, second from left) and Executive Director Michael Wong (seated, first right) with the students.*



*The Group has been sponsoring distinguished scholars at Tsinghua University in Beijing for six years.*