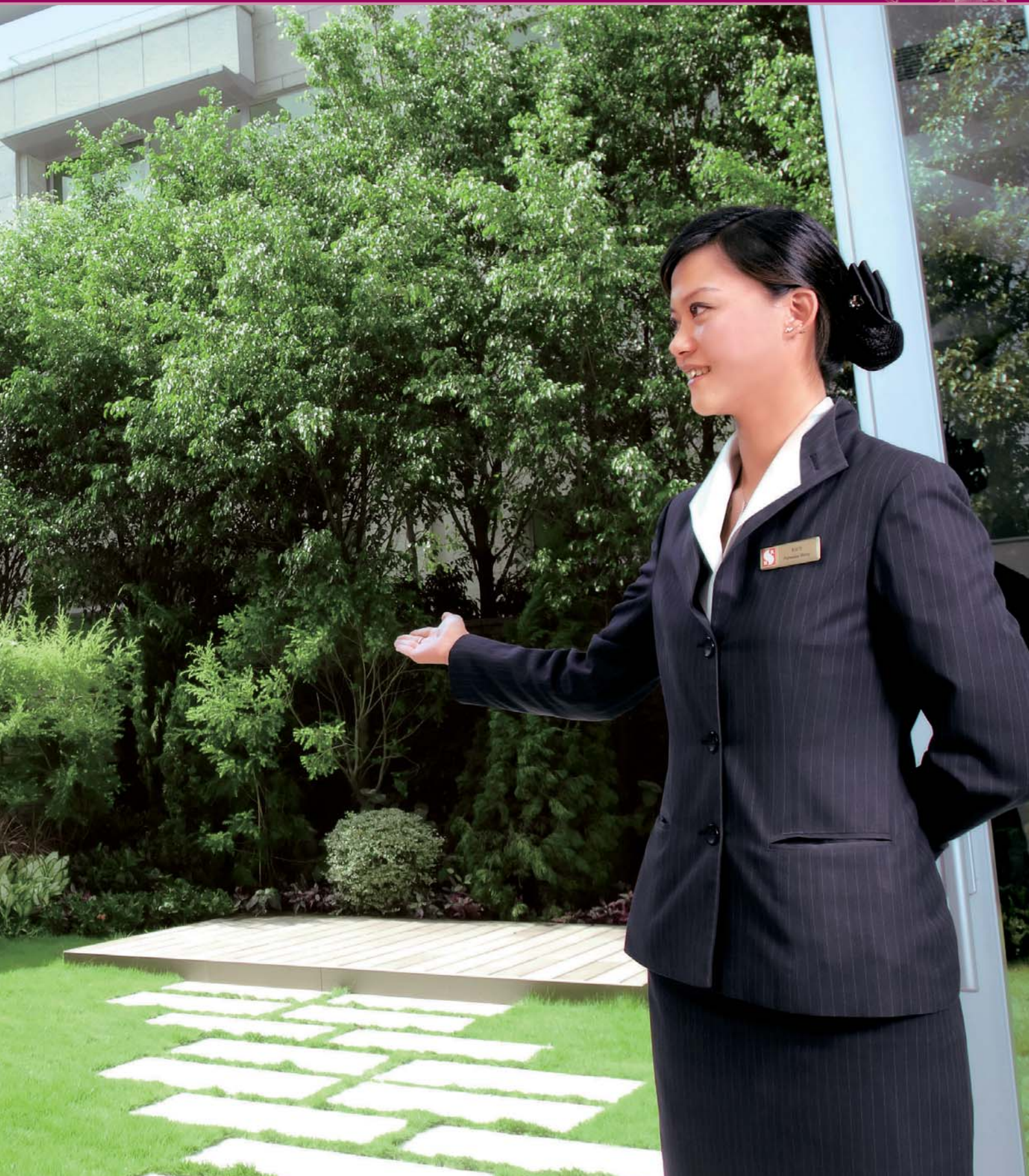


Customer Service

The Group's first-class customer service comes from a commitment to offering residents the ultimate in comfort and convenience, and its efforts to create a green environment in Hong Kong are widely praised.





Customer Service



The Group's top management regularly visits residents at home to understand their needs. Here, Vice Chairman & Managing Director Thomas Kwok (left) listens attentively.

Delivering premium customer service is a top priority for the Group. It pays attention to customers' views, and its commitment to ever-improving service has earned an enviable reputation among homebuyers and in the industry.

The Group tracks customers' evolving demands so that it can offer the high-quality products and service that people want. The Group listens to what people say and acts upon suggestions to continually improve. Members of senior management regularly visit residents in their homes to hear their views. The Group has earned high praise from customers for these efforts to set new standards for service excellence in its developments.



The SHKP Club offers its 260,000 members various benefits such as exclusive previews of the Group's new developments and other property-related advantages.

The Group's careful monitoring of property quality starts in the planning stage and carries on after completion to ensure the very best. An inter-departmental team oversees the handover of new developments, testing over 100 items in new flats against standards for installation and workmanship to ensure that everything is up to scratch before buyers take possession. Buyers then have ample time to inspect their units. The Group's reputation as a quality developer was confirmed when The Vineyard in Yuen Long, Noble Hill in Sheung Shui and Harbour Green in West Kowloon took the top three spots in a handover quality inspection conducted by a local media organization.

Homebuyers take reassurance from the quality of the Group's properties. The Group led the industry in Hong Kong when it introduced a one-year guarantee on new residential estates ten years ago, and in 2007 it again took the lead by extending this guarantee to two years. The new guarantee covers all developments completed from this year and onward, starting with Harbour Green in West Kowloon. The move shows the developer's confidence in the quality of its products and its commitment to offering homebuyers the very best.

The Group's property management subsidiaries Hong Yip and Kai Shing follow the same customer-orientated approach to service, and its management and staff also make a point of visiting residents. These efforts help track customers' needs and provide superior service. The two companies earned many accolades for service during the year, including a Customer Relationship Excellence award for People Development, Excellent Services Brand award - Property Management and Hong Kong Leaders Choice - Excellent Brand of Properties Management award for Hong Yip, while Kai Shing won Excellent Creative Services and Hong Kong Business Superbrand awards.

The SHKP Club was established to improve two-way communication with the public. The Club celebrated its 11th anniversary in 2007 and its membership exceeds 260,000, making it the biggest membership club in Hong Kong and an effective link between the Group and the market. The Club offers members property-related privileges and information, and promotes family harmony with various activities and talks. Star membership was introduced to reward the Group's loyal buyers and tenants, and this has been very popular, with Star membership surpassing 60,000 in two years. The SHKP Club VISA card combines credit, building access and membership cards in one, offering cardholders premium services and unrivalled privileges. The Club will continue to improve relationships with members, offering the finest service as it enters a new era.

The Group places great importance on customers' views. Opinions expressed through various channels are regularly catalogued and disseminated to various departments. There is also a special team responding to customers' questions and complaints, ensuring quality service in every aspect of operations and customer satisfaction.



Friendly Customer Care Ambassadors offer the finest service in the Group's shopping malls.



A special handover team helps owners inspect their units, earning high praise for exceptional service.



Dedicated property management staff help residents with their everyday needs.