

For Immediate Release

Hang Lung Emerald Award Demonstrates Customer-Centric Corporate Culture for a Unique Brand Experience

(Hong Kong, August 7, 2018) Hang Lung Properties today hosted the Hang Lung Emerald Award 2018 award presentation ceremony, recognizing eight frontline staff members who each demonstrated exceptional levels of customer service, exemplifying the very best of Hang Lung service excellence and its customer-centric corporate culture.

Mr. Weber Lo, Chief Executive Officer of Hang Lung Properties said, “Being customer-centric is at the very heart of Hang Lung’s operations strategy going forward. We pay attention to all opportunities to interact with our customers and to understand their needs. This year, the Hang Lung Emerald Award received around 350 nominations, the highest number since its inception, from Hang Lung’s properties across Hong Kong and mainland China. The winning cases reflect the unparalleled levels of service we provide to our shoppers and tenants with increasing dedication and attention to detail. This could not be achieved without the commitment of Hang Lung’s team, striving all the while to ‘Go the Extra Mile’ in every situation.”

Now in its fourth year, the judging panel for the Emerald Award 2018 comprised senior management members, who selected the winners based on their performance in the nominated cases of service including the initiative demonstrated, the sense of accountability, problem-solving skills, creativity, and uniqueness. Six winning cases were chosen from around 350 nominations in Hong Kong and mainland China.

Hailing from Standard Chartered Bank Building and Kornhill Recreation Club in Hong Kong, Plaza 66 and Grand Gateway 66 in Shanghai, and Palace 66 and Forum 66 in Shenyang, the eight winning staff work in different roles, including Club Assistant, Cashier, Guest Experience Ambassador, Security Service Attendant, and Hygiene Attendant. They all demonstrated the Hang Lung spirit of “Going the Extra Mile”. Please refer to the appendix for details of each winning case.

In addition to receiving a certificate and the platinum Emerald Pin set with an emerald, each winner will also take part in an exchange tour of service excellence, during which they will have the opportunity to find out more about the customer service standards in other industry sectors and enrich their professional knowledge.

In pursuing a customer-centric corporate culture and enhancing the customer experience, Hang Lung has launched various initiatives to strengthen both its hardware and software. These include the upgrading of the car parking system at a number of Mainland projects; improvements to the mobile payment application at Mainland projects; the rolling out of new Customer Engagement Surveys at our properties in Hong Kong and on the Mainland; and the publishing of 60 service standards coupled with related enhancement training covering various customer service areas. Hang Lung is also preparing to launch a Customer Relationship Management (CRM) Program as a means to provide unique and personalized service and shopping privileges for its loyal customers.

About Hang Lung Properties

Hang Lung Properties Limited (stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, and the Dow Jones Sustainability Asia Pacific Index since 2017, is a leading real estate developer operating in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, and Wuhan, with all the Mainland projects carrying the “66” brand. In May 2018, Hang Lung won an auction for a prime plot of land in Hangzhou, marking the Company’s expansion to the ninth Mainland city. As Hang Lung’s business continues to grow, the Company is set to develop into a highly admired national commercial property developer in China.

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Photo Caption (1)




Mr. Weber Lo (center, back row), Chief Executive Officer; Mr. H.C. Ho (3rd from right, back row), Chief Financial Officer; Mr. Adriel Chan (3rd from left, back row), Executive Director, Mr. Norman Chan (2nd from left, back row), Executive Director, together with other senior executives of Hang Lung Properties pose with winners of the Emerald Award 2018.


Photo Caption (2)





Winners of the Emerald Award 2018 (from left): Mr. Zhang Wei from Forum 66 in Shenyang; Mr. Li Yong and Ms. Lv Ruiyu from Palace 66 in Shenyang; Mr. Zhu Li from Grand Gateway 66 in Shanghai; Ms. Yanson Lui from Kornhill Recreation Club in Hong Kong; Ms. Winnie Wong from Standard Chartered Bank Building in Hong Kong; Mr. Zhu Jianxin and Ms. Ying Min from Plaza 66 in Shanghai attend the award presentation ceremony and share their insights into customer service with other guests.


Appendix: Emerald Award 2018 Winning Cases


<u>Awardee</u>	<u>Case Description</u>
<p>Yanson Lui Club Assistant</p> <p>Kornhill Recreation Club, Hong Kong</p> 	<p>Uphold dignity of embarrassed customer with professional service</p> <p>During a regular patrol, the Club Supervisor heard a call for help coming from the ladies' washroom. The situation was referred to Yanson Lui, who immediately called an ambulance and rushed in to help.</p> <p>Yanson soon found that a customer in her 50s was confined to the toilet cubicle, unable to move, as an old injury had flared-up causing a dislocated kneecap and intense pain. The discomfort was so strong that the customer had broken into tears.</p> <p>While waiting for the ambulance, Yanson calmed the customer by engaging her in small talk, which also helped alleviate her pain. In an attempt to avoid further embarrassment caused by incontinence in front of the paramedic, Yanson helped the customer undo her pants to urinate standing up using a bucket under the consent of the customer.</p>

<u>Awardee</u>	<u>Case Description</u>
<p data-bbox="164 219 368 255">Winnie Wong</p> <p data-bbox="164 275 316 311">Concierge</p> <p data-bbox="164 385 459 528">Standard Chartered Bank Building, Hong Kong</p> 	<p data-bbox="539 219 1331 311">Relieve immediate plight of customer and go a step ahead in anticipating her need</p> <p data-bbox="539 385 1406 528">Winnie Wong was informed by the Control Room that a customer had been injured during a fall outside the Standard Chartered Bank Building.</p> <p data-bbox="539 607 1394 801">Winnie arrived and saw a female customer in her 40s with a bleeding knee and reddened forehead. Winnie set about treating the wound with antiseptic before the ambulance arrived.</p> <p data-bbox="539 880 1374 1189">After the wound was bandaged, the customer, who was a Mainland visitor, was still in pain and felt dizzy but she refused to go to the hospital for a further check-up, fearing that it might ruin her trip. Aware that the condition of the injured customer was not getting any better, Winnie persuaded the customer to wait for the paramedic.</p> <p data-bbox="539 1267 1390 1518">While they were waiting, Winnie noticed that the customer had torn her stockings. She quickly arranged a new pair for the customer to get changed. She also gave the customer her WeChat contact in case further help was needed as the customer departed.</p>

<u>Awardee</u>	<u>Case Description</u>
<p>Ying Min Guest Experience Ambassador</p> <p>Zhu Jianxin Senior Hygiene Attendant</p> <p>Plaza 66, Shanghai</p>  <p>綠寶石客戶服務獎頒獎典禮 2018 Emerald Award Presentation Ceremony</p>	<p>Spare no pains to put a smile on customer's face</p> <p>Ying Min was informed that an office tenant had a newly bought pair of high-heeled shoes, wrapped in its original packaging, which had been mistakenly collected by its own cleaning lady as garbage.</p> <p>The tenant called to inquire about the waste removal schedule in order to alert its staff to rescue the item from the refuse. Having understood the matter, Ying Min sent a colleague to help search through the rubbish together with the tenant's staff.</p> <p>After two hours of searching to no avail, even the tenant was about to give up, but not Ying Min, who entrusted the case to Zhu Jianxin, the Senior Hygiene Attendant, and sent more cleaners on the search.</p> <p>It took Ying Min and Zhu Jianxin a further two hours to find the package, which was sent back to its owner finally.</p>

<u>Awardee</u>	<u>Case Description</u>
<p>Zhu Li Senior Guest Experience Ambassador</p> <p>Grand Gateway 66, Shanghai</p>  <p>寶石客戶服務獎頒獎典禮 201 erald Award Presentation Ceremon</p>	<p>Determine to finding a solution for the customer’s problems no matter how difficult they are</p> <p>Zhu Li met two ladies aged about 30 and 50 respectively, struggling with a pram in the mall. Zhu Li came forward and learned that the pram had a flat tire. He then offered to fill up the tire.</p> <p>Zhu Li tried to source an air pump from the mall’s concierge and car beauty and maintenance center but to no avail. Just as the customers were about to give up, the idea of borrowing a portable pump for scooter tires from the courier who came to collect the mail suddenly dawned on him.</p> <p>Eventually, Zhu Li was able to re-inflate the tire of the pram for the customers.</p>

<u>Awardee</u>	<u>Case Description</u>
<p data-bbox="165 219 303 250">Lv Ruiyu</p> <p data-bbox="165 277 280 309">Cashier</p> <p data-bbox="165 385 280 416">Li Yong</p> <p data-bbox="165 443 501 474">Senior Security Service</p> <p data-bbox="165 501 306 533">Attendant</p> <p data-bbox="165 609 472 640">Palace 66, Shenyang</p> 	<p data-bbox="603 219 1362 309">Remain passionate around the clock and offering service beyond expectation.</p> <p data-bbox="603 385 1426 698">Lv Ruiyu was at home after work. A message about a missing dog caught her attention when she checked her WeChat page. The message relayed the story of a five-year-old poodle which had run astray in the vicinity of Palace 66 earlier that day. The message with the dog's picture attached was widely circulated.</p> <p data-bbox="603 775 1426 1191">Meanwhile, Lv Ruiyu discovered a photo of a poodle, which looked like the missing canine, shared by her colleague, Li Yong. Lv Ruiyu immediately asked Li Yong about it and found out that Li had discovered the poodle wandering in the mall but that no one had come forward to retrieve it despite the announcement made in the mall. Li had settled the dog temporarily in the guard room inside the mall's car park.</p> <p data-bbox="603 1267 1347 1357">Lv Ruiyu contacted the dog owner and arranged the reunion with the pet immediately.</p>

<u>Awardee</u>	<u>Case Description</u>
<p>Zhang Wei Security Service Supervisor Forum 66, Shenyang</p>  <p>石客戶服務獎頒獎典禮 2018 Gold Award Presentation Ceremony</p>	<p>To be sensitive and supportive to the needs of the customer</p> <p>Zhang Wei was on patrol when he came across a tenant and an elderly guest who was nervously standing in the lift lobby. He immediately enquired and learned that the senior citizen was suffering from a phobia of elevators. Zhang Wei offered to accompany them to walk upstairs to the tenant’s office located at 15/F.</p> <p>Zhang Wei brought a portable fan and a bottle of water and accompanied the tenant and the elderly guest on their walk. He also arranged standby personnel with fresh water, towels, and medical kit on the sixth floor just in case.</p> <p>After walking up more than 200 steps, they arrived at the tenant’s office. Zhang Wei offered to walk down with the guest when the time came for her to leave. And the next time the elderly guest visited Forum 66, Zhang Wei offered to accompany her on her walk up the stairs again.</p>