



近 \*38% 的前線職員未能主動了解顧客的需要  
Nearly \*38% of frontline staff failed to  
proactively examine the needs of customers.

\*數據分析的結果由2019年7月提取至12月  
\*Analyzed from data collected from July to December 2019

# 顧客滿意度調查及神秘顧客審核服務 CUSTOMER SATISFACTION SURVEY AND MYSTERY SHOPPER AUDIT SERVICES

**BE THE BENCHMARK**

網上購物日益普及，當消費者尋求更便利及多樣化的服務時，網購便成為零售業務不可或缺的一部分。令人愉悅的網上購物體驗，對品牌推廣和業務擴展都會產生重大影響。

當所有事情都可以輕易通過網上完成時，你可如何收集消費者寶貴的意見？你又可以通過哪些行動以進一步了解整個電子商務是否像預期般帶給至消費者？

SGS 很樂意提供以下同時適用於網店及實體店的服務，以優化消費者的顧客體驗。

With the increasing popularity of online shopping, it has become an integral part of the retail business, especially when consumers are looking for variety and convenience. A pleasurable online shopping experience can pose material impacts not only in the promotion of a brand, but also in business expansion.

How can you collect valuable feedback from your consumers? What actions you can take to evaluate whether your e-commerce business is delivered to your consumers as expected when everything can be completed online with ease?

SGS is pleased to offer the following services that suit both online and physical stores to enhance customer experience.



同樣適用於網店  
ALSO APPLICABLE TO  
ONLINE STORES



### 顧客體驗滿意度調查 CUSTOMER SATISFACTION SURVEY (CSS)

- 發現新機遇  
Discover new opportunities
- 作出改善及優化  
Make improvements and enhancements
- 監測顧客在社交媒體的意見  
Monitor customers' opinions on social media

### 顧客體驗 CUSTOMER EXPERIENCE



### 神秘顧客審核 MYSTERY SHOPPER AUDIT (MSA)

- 揭露真實的客戶體驗  
Reveal real customer experience
- 評測服務的質素及速度  
Benchmark quality and speed of services
- 確保員工合規  
Ensure the compliance by staff
- 推動見解以作改進  
Drive insights for improvement

# 顧客滿意度調查 CUSTOMER SATISFACTION SURVEY (CSS)



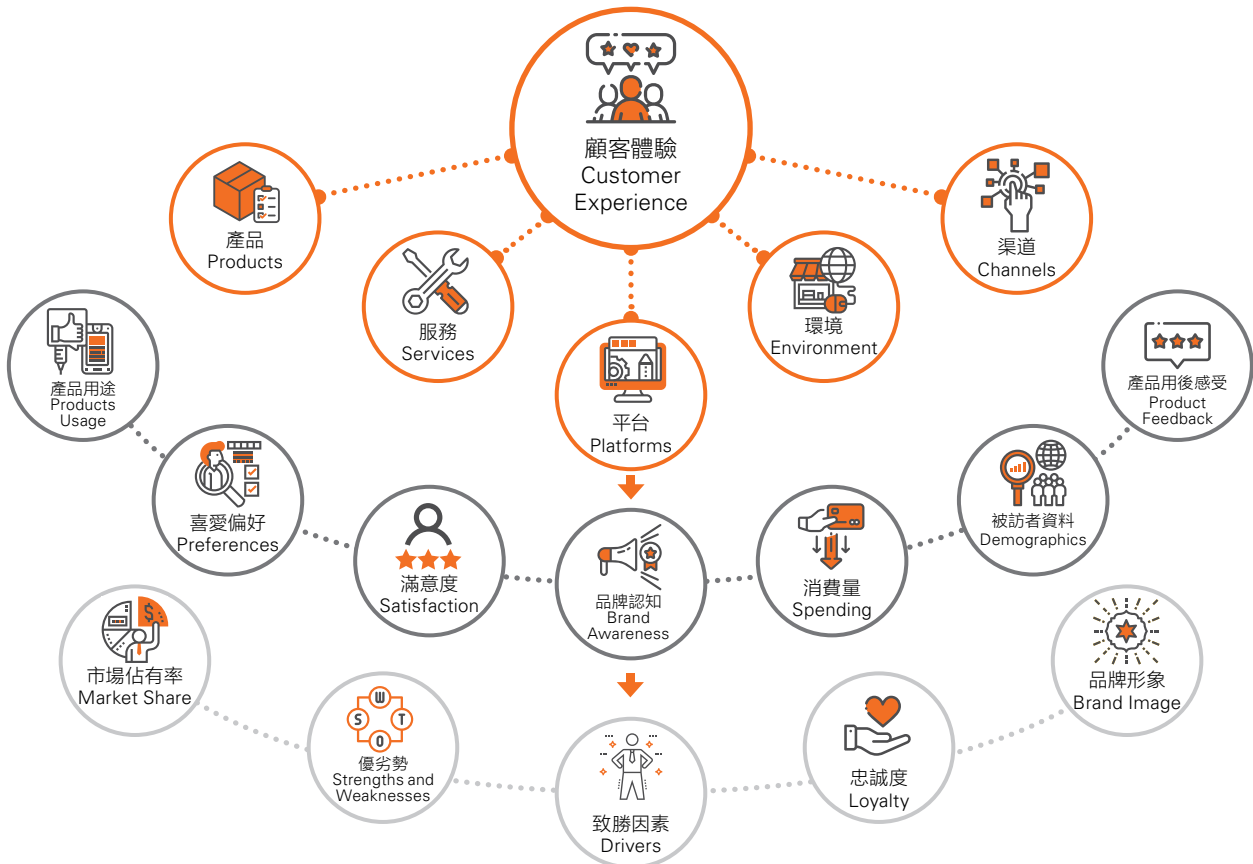
## 與你的顧客聯繫 TO CONNECT WITH YOUR CUSTOMERS

### 為何選擇顧客滿意度調查? WHY CUSTOMER SATISFACTION SURVEY?

- 從顧客的角度尋找自己和競爭對手的優勢及劣勢以作出改善  
Make improvements and enhancements by identifying the strengths and weaknesses of your own and competitors from the perspective of customers.
- 評估及對比你 and 競爭對手的顧客滿意度  
To gauge your own and competitors' customer satisfaction.
- 找出提升顧客滿意度的關鍵因素  
Establish key drivers which promote customers satisfaction.
- 從競爭對手中突出你的品牌, 並構思成功的營銷策略  
Differentiate your brand from competitors and conceive successful marketing strategies.
- 保持顧客回訪和提高你的顧客忠誠度  
Keep your consumers coming back and enhance customer loyalty.
- 探索品牌形象如何在消費者的購買決策中發揮作用  
Explore how brand image plays a role in consumers' buying decision.

除了邀請顧客進行顧客滿意度調查外, 監測顧客在社交媒體的真實意見能更全面地了解顧客的感受。SGS 對顧客滿意度調查有豐富的經驗, 除了問卷設計及數據管理外, 我們更提供諮詢及培訓服務, 為業務提供針對性的解決方案。

In addition to inviting customers to complete a customer satisfaction survey, monitoring the customers' true opinions on social media can provide a more comprehensive understanding of their feelings. SGS has rich experience in customer satisfaction surveys. From questionnaire design to data management, we also provide consultation and training services that form targeted solutions for businesses.





# 神秘顧客審核 MYSTERY SHOPPER AUDIT (MSA)



## 確保顧客達到預期的顧客體驗 TO REASSURE DESIRED CUSTOMER EXPERIENCE

SGS 擁有多年神秘顧客審核的經驗，提供全球跨地域的專業服務。我們擁有一支強大而優秀的神秘顧客團隊，每位神秘顧客都必需要先經過嚴謹的培訓及考試，確保審核指標的一致性。專業的神秘顧客報告協助你獲得準確的資訊以及時制定相關的策略或改善方案，在市場上突圍而出。

SGS has many years of experience in the Mystery Shopper Audit (MSA) in providing worldwide professional services. Our strong and excellent team of mystery shoppers were strictly trained and examined to ensure the consistency of audit indicators. Professional mystery shopping reports help you to obtain accurate information to formulate relevant strategies or improvement solutions in time to stand out in the market.

## 為何需要神秘顧客評核服務？ WHY MSA SERVICE?

- 測量職員如何款待顧客，從而揭露真實的客體驗  
Reveal the real customer experience by measuring how staff engage with customers.
- 確保職員正當地執行服務要求和達到相關標準  
Verify staff has fulfilled the designated service standard requirements.
- 了解職員服務表現對顧客滿意度的影響  
Understand the influence of the service performance of staff against customer satisfaction.
- 識別出提升顧客滿意度的關鍵因素  
Identify the key drivers for customer satisfaction.

## 為何選用SGS？ WHY SGS?

- 先進的網上平台提高報告的效率及準確性  
Cutting-edge online platform enhances the efficiency and accuracy of reporting.
- 絕大部份的專業神秘顧客均擁有或正完成大專學歷  
The vast majority of professional mystery shoppers have or are completing qualifications in tertiary education.
- 服務覆蓋大中華，提供更全面的服務  
More comprehensive services covering the Greater China.

## 神秘顧客評核的主要過程 KEY PROCESSES IN MSA



## 在巡行中收集的關鍵數據 KEY DATA COLLECTED IN FIELDWORK

- 職員的儀容及禮儀  
Appearance and etiquette of staff
- 職員的銷售技巧  
Selling skills of staff
- 職員處理異議的技巧  
Objection handling skills of staff
- 店鋪的環境  
Store environment
- 產品、服務或食物的質素  
Quality of product, service or food
- 網店的用戶體驗及安全  
User experience and security of an online store
- 回應及收送貨的速度  
Speed of response and delivery
- 與競爭對手的標竿測試  
Benchmarking with competitors
- 其他指明的評核點  
Other specified assessment points

## 專業報告 PROFESSIONAL REPORT

我們先進的網上平台可以高效及準確地報告關鍵數據。可訂制的儀表板讓你可以一覽無遺地了解各店鋪的表現。

Our cutting-edge online platform reports key data efficiently and accurately. Customizable dashboards give you an at-a-glance view of how your stores are performing.

- 店鋪資料及表現概覽  
Store information and performance summary
- 整體表現走勢  
Trend of overall performance
- 關鍵時刻表現  
Performance by important checkpoint
- 同一地區店鋪之間比較  
Comparison among stores in the same district
- 同一地區店鋪之間在關鍵時刻比較  
Comparison of important checkpoints among stores in the same district
- 跟過往同期表現的比較  
Performance versus the same period in the past
- 自動排列最需要優先改善的關鍵時刻或服務接觸點  
Automatic arrangement of the important checkpoints or service touchpoints that need priority improvement





# 網店神秘顧客審核 MSA FOR ONLINE STORES



## 為何網店需要神秘顧客服務?

### WHY MYSTERY SHOPPING FOR ONLINE STORES?

- 評估網上購物流程中的實際執行情況  
Evaluate the logistic of online shopping in real life.
- 通過不同的顧客接觸層面, 找出網上購物平台整個流程的優勢和弱點  
Identify the strengthens and weaknesses of the entire online shopping platform from different perspectives.
- 確保所提供的資訊、服務及產品能達到相關標準  
Validate if the provided information, services and products meet the required standards.
- 以評審分數為基準, 比較自己與同業或競爭對手的表現水準  
Leverage the reviewed scores to compare your performance with the industries or other competitors.
- 確保整個網上購物過程都能滿足消費者的期望  
Reassure that the entire online shopping journey fulfils the expectations of consumers.
- 加強消費者於網上購物的信心  
Strengthen the consumer confidence in online shopping.



## 評核點及其它服務範圍

### ASSESSMENT POINTS AND OTHER SERVICES



#### 服務及體驗 SERVICE AND EXPERIENCE

- 用戶體驗 (網站導航、介面及設計)  
User Experience (web navigation, layout and design)
- 購物流程 Shopping logistic
- 售前服務 Pre-sales service
- 送貨安排 Delivery arrangement
- 售後服務 After-sales service
- 包裝 Packing



#### 速度 SPEED

- 線上對話、查詢及電郵  
Online chat, query and email
- 訂單確認及收據  
Order confirmation and receipt
- 送貨  
Delivery



#### 資訊 INFORMATION

- 清晰度  
Clarity
- 準確性  
Accuracy
- 合規性  
Compliance



#### 安全 SAFETY

- 付款的安全性  
Security of payment
- 個人資料收集  
Personal data collection



#### 營運測試 OPERATION TEST

- 網站及應用程式  
Web and Application
- 電子商務  
E-commerce
- 多渠道營銷活動  
Multichannel marketing campaign



#### 市場情報 MARKET INTELLIGENCE

- 服務基準測試  
Standard service assessment

## 訂閱 SUBSCRIPTION



歡迎訂閱我們的電子報，獲取有關國際標準、法規及管理系統的最新消息及活動，並了解如何經營你的業務以達致可持續的發展。

Subscribe to our newsletter for the latest news and events on international standards, regulations and management systems, and learn how to run your business for sustainable growth.

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**WHEN YOU NEED TO BE SURE**

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