



2024年 貼心企業嘉許計劃

CONSUMER
CARING
SCHEME 2024



目標及準則

OBJECTIVES & PRINCIPLES

「貼心企業嘉許計劃」旨在表揚於業務經營上致力「以客為先」的本地企業。企業透過不斷改善業務流程、產品及服務質素，以四大核心價值為顧客帶來超凡消費體驗，建立消費者信心，贏得顧客忠誠度。

The Consumer Caring Scheme aims to recognize local enterprises which pursue consumer care as a top priority throughout their businesses with 4 core values. They are committed to the belief "Customer for Life" through making continuous improvements on products, services and processes to exceed consumer expectations and nurture customer loyalty.



四大核心價值

4 CORE VALUES



以消費者為中心 Consumer Centric

在顧客消費旅程中的各個階段帶來良好的體驗
Foster a positive customer experience at every stage of the customer journey



關愛員工 Caring for Staff

為員工提供友善的工作環境，互相信任和尊重
Provide employees with a friendly and supportive working environment with trust and respect



追求品質 Strive for Quality

透過不斷改進，提升業務流程、產品及服務質素
Enhance process, product and service quality by on-going improvement



信守承諾 Conformity to Commitment

展示兌現服務承諾，贏得消費者的信心和信任
Demonstrate service commitment to gain consumers' confidence and trust

計劃時間表 TIMELINE

MAR

公開接受報名
OPEN FOR APPLICATION



31 OCT

截止報名
DEADLINE OF APPLICATION



NOV

企業評審
ASSESSMENT



結果公佈

RESULT ANNOUNCEMENT



頒獎典禮

AWARD PRESENTATION CEREMONY



審核程序

ASSESSMENT SCHEME & PROCEDURE

1

自我評估 Self-Assessment

參與公司須完成一份自我表現評估。
Participating companies must complete a self-assessment form.

2

訪談 Interview

主辦單位會安排訪談，了解更多詳情。
A follow-up interview will be arranged and conducted by the organizer.

3

消費者問卷調查 Consumer Survey

主辦單位將委任第三方機構進行消費者問卷調查。
A consumer survey will be conducted by a third party organization appointed by the organizer.



參與計劃之得益及權益

SCHEME BENEFITS & ENTITLEMENTS

榮獲「貼心企業嘉許計劃」殊榮的機構可獲以下權益：
Companies awarded with “Consumer Caring Companies” will be entitled to the below:

- 1 「貼心企業嘉許計劃」證書乙張
One “Consumer Caring Scheme” Certificate
- 2 「貼心企業嘉許計劃」獎座乙個
One “Consumer Caring Scheme” Trophy
- 3 參加年度頒獎典禮(乙席)
One ticket of the GS1 HK Yearly Award Presentation Ceremony
- 4 於市場推廣物品上使用「貼心企業嘉許計劃」標誌一年
Entitled to use the “Consumer Caring” logo in marketing materials relevant to the brand / products under the awarded company for one year

媒體報導機會

EXPOSURE OPPORTUNITIES

- *「貼心企業嘉許計劃+」獨家尊享：電視廣告曝光機會
Exclusive Offer for Consumer Caring Scheme Plus: TV Exposure
- 新聞稿
Press Release
- 報紙/雜誌特刊
Newspaper / Magazine advertorial
- 社交媒體
Social Media
- 香港貨品編碼協會網站
GS1 HK Website
- 香港貨品編碼協會“Business Connect”雜誌
GS1 HK “Business Connect” magazine
- 香港貨品編碼協會每月快訊及電郵推廣
GS1 HK e-newsletter & eDM



連續10年以上獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 10 consecutive years



連續10年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for 10 consecutive years



連續5年以上獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 5 consecutive years



連續5年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for 5 consecutive years



「貼心企業2024」標誌
Logo for Consumer Caring Company 2024

*僅適用於「貼心企業嘉許計劃+」得獎者
Eligible for Consumer Caring Scheme Plus awardees only

查詢 ENQUIRY

香港貨品編碼協會 GS1 Hong Kong

電郵 Email : consumercaring@gs1hk.org

電話 Telephone : 2863 9701

網站 Website : <http://www.gs1hk.org>



官方網站
Official Website

截止報名日期
Application Deadline
31/10/2024

報名資格 ELIGIBILITY

已營運最少1年的香港貨品編碼協會會員

GS1 Hong Kong members with business operation for at least 1 year

報名程序 APPLICATION PROCEDURE

報名方法 Application Method

請將下列文件傳送至電子郵箱:
consumercaring@gs1hk.org

1. 填妥的申請表格
2. 商業登記證副本
3. 商標圖像(.ai及.jpg/.png檔案各一)

Please send the following documents via email:
consumercaring@gs1hk.org

1. A completed application form
2. A copy of Business Registration
3. Company logo in high resolution (1 x ai file and 1 x .jpg/.png file)

報名費用及付款方式 Application Fee & Payment Method

2024「貼心企業嘉許計劃」 Consumer Caring Scheme 2024		2024「貼心企業嘉許計劃+」 Consumer Caring Scheme Plus 2024
新申請 New Application	港幣 \$9,000 HK\$9,000	港幣 \$54,000 HK\$54,000
續延申請 Renewal Application	港幣 \$7,500 HK\$7,500	*除了榮獲「貼心企業嘉許計劃」殊榮的權益以外，更可尊享電視廣告曝光機會! In addition to entitling the benefits of the "Consumer Caring Scheme" awardee, the companies can enjoy television advertising exposure opportunities!
包括香港貨品編碼協會「貼心企業嘉許計劃」頒獎典禮門券一張 One ticket of the GS1 Hong Kong Consumer Caring Scheme Award Presentation Ceremony included		
所有費用均不可退回及不可轉讓 All fees are non-refundable and non-transferable		

聲明:
香港貨品編碼協會保留權利在有需要情況下，修改任何任何爭議，計劃內容及有關條款及細則，恕不另行通知。在任何情況下如有本協會保留最終決定權。

Disclaimer:
GS1 Hong Kong reserves the right at any time without notice to amend any Scheme content and the terms and conditions when necessary. In case of any dispute under any circumstances, GS1 Hong Kong reserves the right of final decision.

請於遞交報名表後14日內以劃線支票繳付申請費用，支票抬頭：「香港貨品編碼協會有限公司」。支票背面請附上公司名稱、聯絡人姓名及電話，並以郵寄方式或親身遞交至本會辦公室(香港灣仔告士打道160號海外信託銀行大廈22樓)。

The fee should be settled by a crossed check payable to 'GS1 Hong Kong Limited' in 14 days after submission of the application form. Please write your company name, contact person and contact no. on the back of the check and post or submit in person to GS1 Hong Kong office (22/F., OTB Building, 160 Gloucester Road, Wanchai, Hong Kong).

支持機構

SUPPORTING ORGANIZATIONS



GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

T +852 2861 2819

E info@gs1hk.org

www.gs1hk.org

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