

**For discussion
on 17 May 2004**

Legislative Council Panel on Public Service

Civil Service Customer Service Award Scheme 2003-04

Purpose

This paper informs Members of the Civil Service Customer Service Award Scheme 2003-04 launched by the Civil Service Bureau to promote a quality customer service culture in the civil service.

Background

2. In February 2003, we presented to Members a Civil Service Customer Service Award Scheme, launched since 1999, to promote a customer-focused culture in the civil service and to encourage staff to make continuous improvement in service delivery. The Award Scheme is one of the initiatives launched by Government to build up an efficient civil service to better serve the needs and expectations of the community.

3. Under the Award Scheme, awards are given to outstanding departments and civil servants for excellence in service delivery and making continuous efforts for improvement. Good practices and experience are promoted to other departments through experience sharing seminars. Over the years, the award has been rolled out in different format and given out at different levels. Departments are supportive and participation on the Award Scheme has been encouraging.

The Outstanding Customer Service Award in 2003-04

4. To sustain the momentum of promoting quality customer service in the civil service, the Civil Service Bureau continued to launch the Award Scheme in 2003-04. In designing the award, we have accepted Members' views expressed at the last Public Service Panel discussion that the award should be given out under specific areas of work. To encourage more participation, we have increased the number of prizes and extended the scope of the award to cover both departments and teams of officers.

5. Under the Award Scheme in 2003-04, an *Outstanding Customer Service Award* will be presented to departments for driving customer service improvement. The award will also be given out to teams of officers in recognition of their efforts in providing outstanding customer service in the areas of hotline, counter, front-line, e-service and internal support services. Winners were selected on the basis of customer satisfaction, customer service culture and cost effectiveness. We have received 89 entries from 29 departments.

Adjudication of Entries

6. The adjudication of *Outstanding Customer Service Award* included assessment of written submissions, visits to the entry departments and teams and assessment of presentations made by shortlisted departments and teams. Members of the adjudicating panels included Legislative Councillors, District Councillors and representatives of the Hong Kong Institute of Human Resource Management, Hong Kong Management Association, Hong Kong Association of Customer Service Excellence, staff sides of the Central Consultative Councils and the Civil Service Bureau.

7. There is a *Best Public Image Award* for members of the public to vote for the department which they considered best in providing customer service. By way of a telephone survey, more than 2 000 households were invited to vote and offer comments on further improvement measures. The three departments obtaining the highest number of votes will be presented with the award.

8. The adjudication of entries is completed and the results will be announced on 30 May 2004.

Prize Presentation and Television Programmes

9. To underline the importance of customer service, we shall conduct the prize presentation of the *Outstanding Customer Service Award* at a television programme to be broadcast on Sunday, 30 May 2004 (TVB Jade Channel). In addition, a series of four short television programmes will be shown beforehand to highlight the services rendered by the civil servants in various bureaux and departments in serving the community and building Hong Kong as a first-class city.

Good Practices of Customer Service

10. To encourage departments to make further progress in developing a customer-focused service culture, seminars will be organized for the winning departments to share their experience with other departments on the good practices of customer service. The feedback we obtained from District Councillors and professional management organizations revealed that government departments had made significant advances in the delivery of services to the public.

Way Forward

11. Providing good customer service is an essential part of civil servants' work. The Government is committed to providing the community with quality service to meet the aspirations of the public. The Civil Service Bureau will continue to provide support to departments to sustain their efforts to enhance the quality of their services and to motivate staff to give of their best to serving the community.

Civil Service Bureau

May 2004