

讚賞帶動優質服務

Appreciation Drives Service Excellence

2018

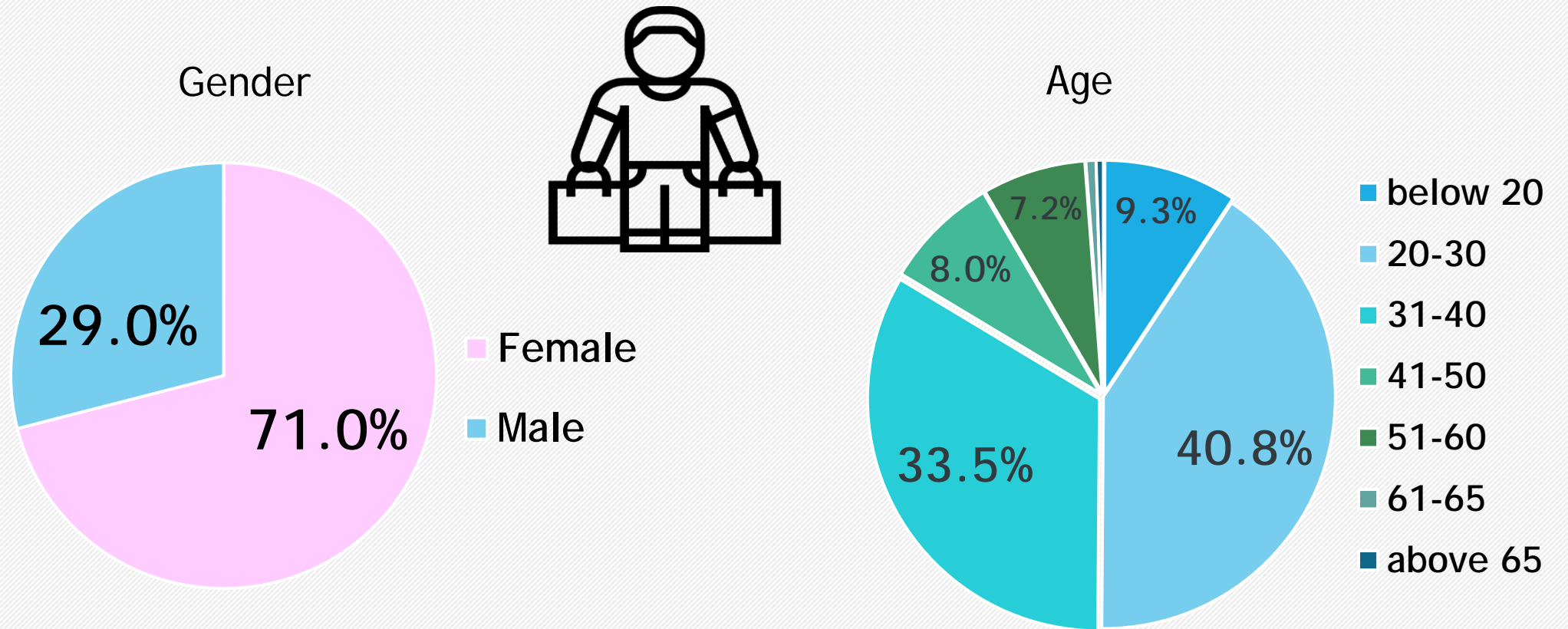
Hong Kong Baptist University
Research Team, Department of Marketing



2018 Survey – Sample Size

2

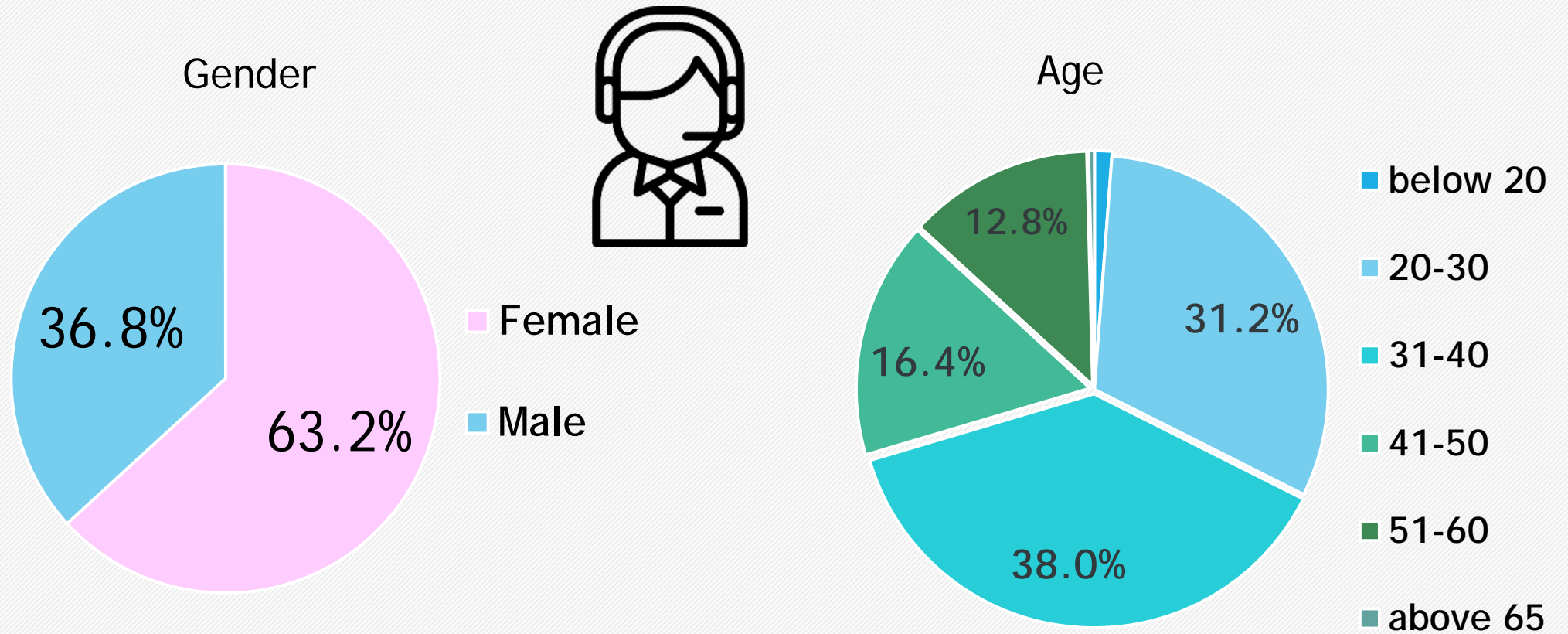
Customer Sample Size=600



2018 Survey – Sample Size

3

Employee Sample Size=500



Customer Participants : Did You Appreciate the Service of a Particular Frontline Employee of an Organization in the Past Year?

4

Customer Sample Size=600



Customers with
Appreciation Experience

40%

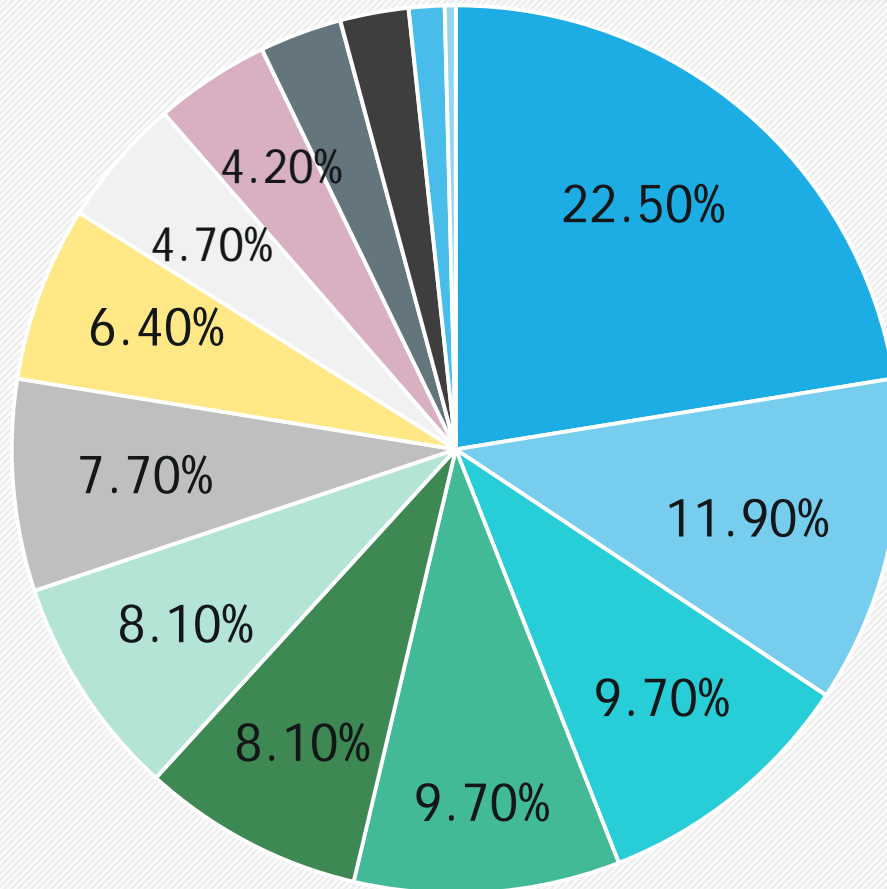


Customers without
Appreciation Experience

60%

Top Three Industries Receiving the Most Customer Appreciation

5



■ Café/Restaurant (including fast food) 22.50%

■ Banking/Insurance 11.90%

■ Airline 9.70%

■ Clinic/Medical

■ Hotel

■ Retail/Wholesale

■ Travel industry

■ Government or Public Services

■ Grocery/Supermarket

■ Beauty Salon



■ Public Transportation

■ Telecommunication

■ Real estate

■ IT

< 5%

	 Customer <u>With</u> CA exp (%)		 Customer <u>Without</u> CA exp (%)
I will say <u>positive things</u> about this company to other people.	54%	>	48%
If I had a problem about its services, I would <u>express and discuss</u> it with the employee.	52%	>	34%
I would <u>try out a new product/ service</u> being recommended by that employee.	51%	>	30%
I <u>feel appreciative to</u> the services of this company.	61%	>	43%
I will <u>continue my purchase</u> with this company.	66%	>	55%

Note: CA= Customer Appreciation

Top-Line Result 1

7

How to Motivate Customer
Appreciation?

How to Motivate Customer Appreciation?

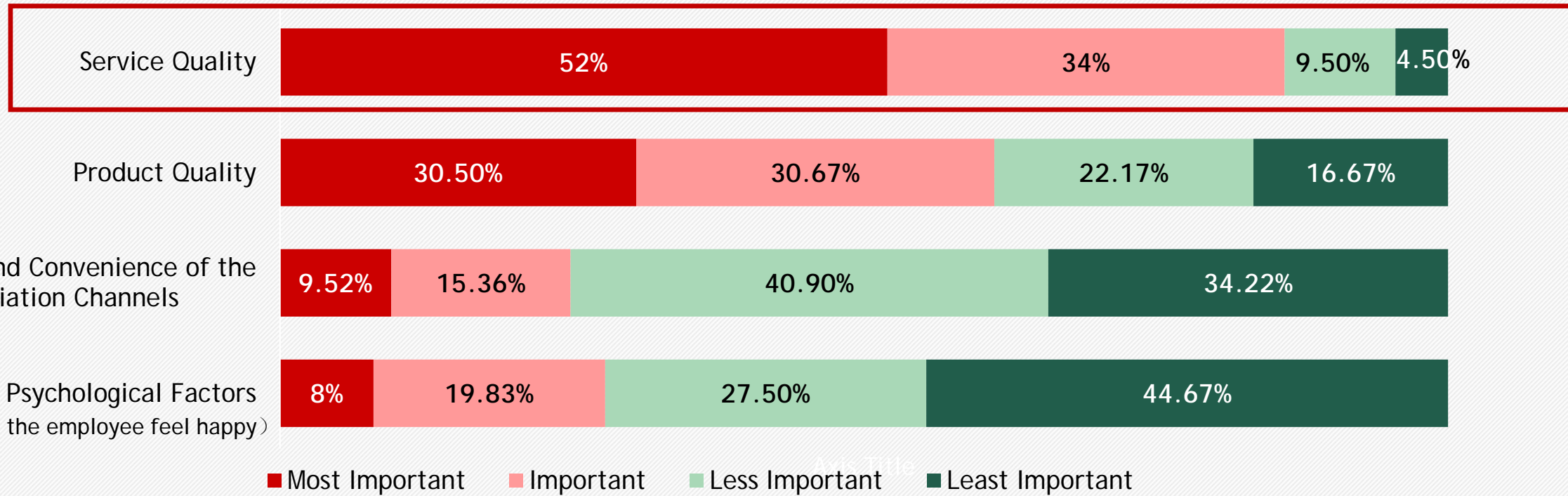
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How to Motivate Customer Appreciation?

9

Percentage with Importance of Drivers (%)



Overall Sample (n = 600)

From [consumer](#) survey : " Overall, please rank the importance of the following factors that drive your appreciation behaviors."

How to Motivate Customer Appreciation?

"A Small Step Makes Big Difference!"

10

- A few recalled "customer service appreciation" examples:

- 個個員工好勤力，我地要咩服務，好似暖水，餐具，佢都會好好態度，好快拎俾我地，個次佢見到我碟餸漏左隻匙羹，我未開口佢已經拎番黎，好醒目
- 同朋友一起去食飯，2個人點的菜有啲多，個職員都會溫馨提示下。食完飯後仲貼心問你需唔需要打包盒。跟住走出餐廳門口時，唔記得拿電話，個職員都會大聲叫我地翻來。
- 隔離枱小朋友太嘈，他主動建議對方將音量收細，以免影響我們熟睡的寶寶。
- 該餐廳的經理由本人進店至離開的一刻，提供非常優質的服務，而且能因應顧客需要提供冷或暖水，小小舉動卻令我感到很窩心。

Top-Line Result 2

11

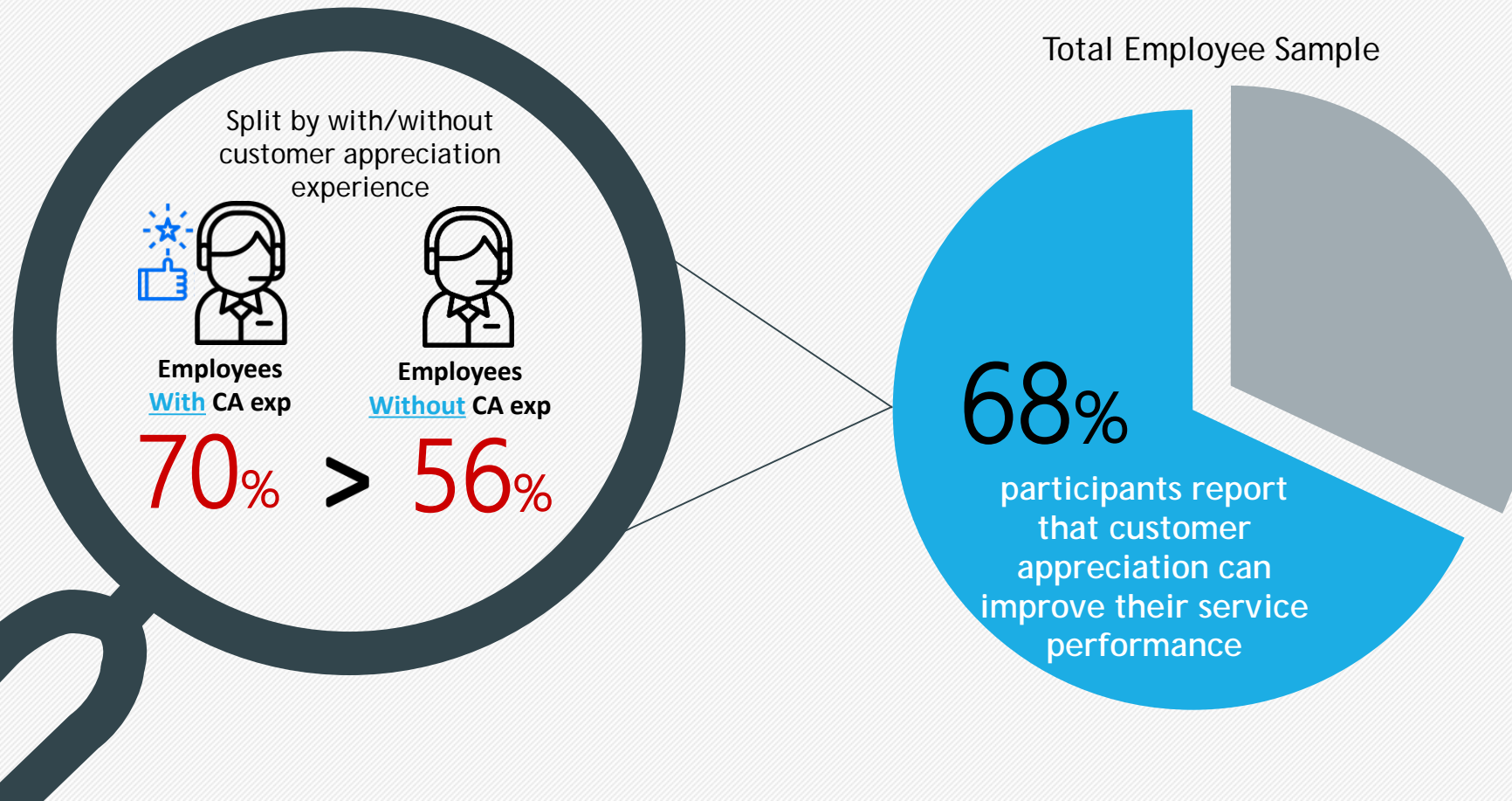
If Service Quality is the Most Important Driver of Customer
Appreciation...

**Can Customer Appreciation Improve Employees'
Service Performance ?**

Can Customer Appreciation Improve Employees' Service Performance ?

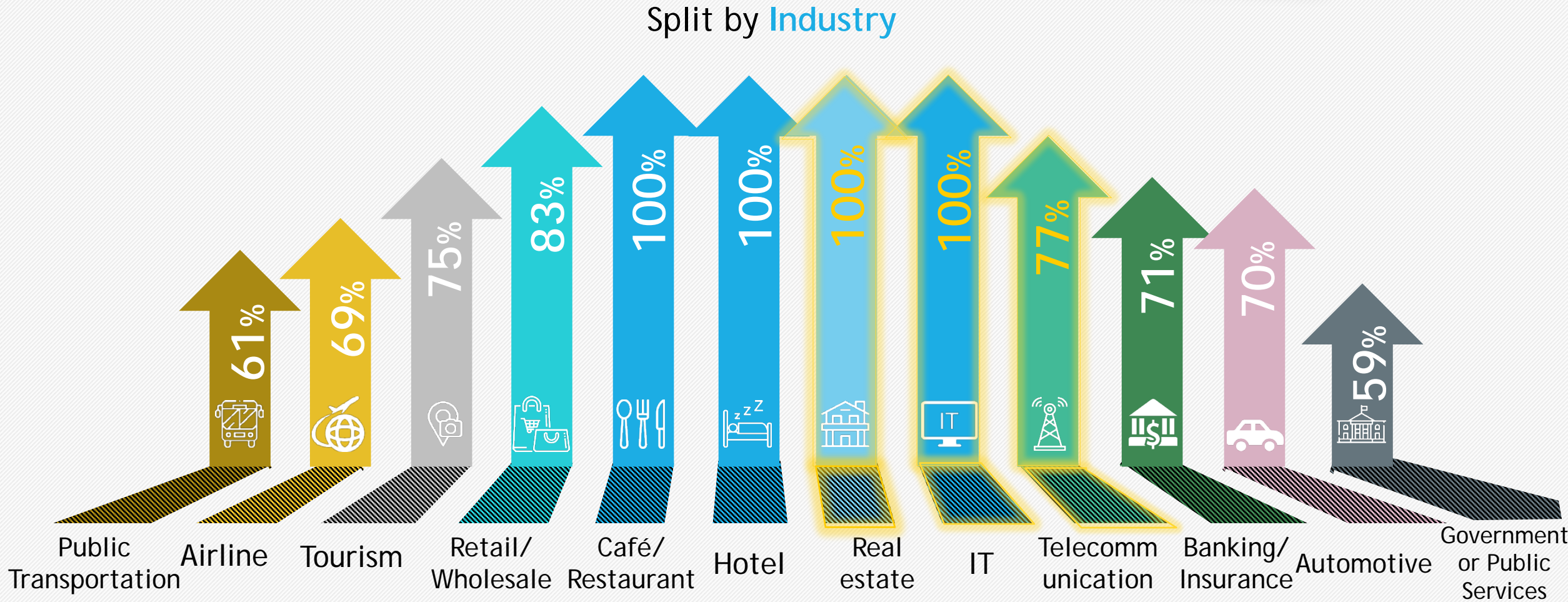
12

How likely that customer's appreciation will motivate you to work better?



Customer Appreciation Influence: Split by Industry

13

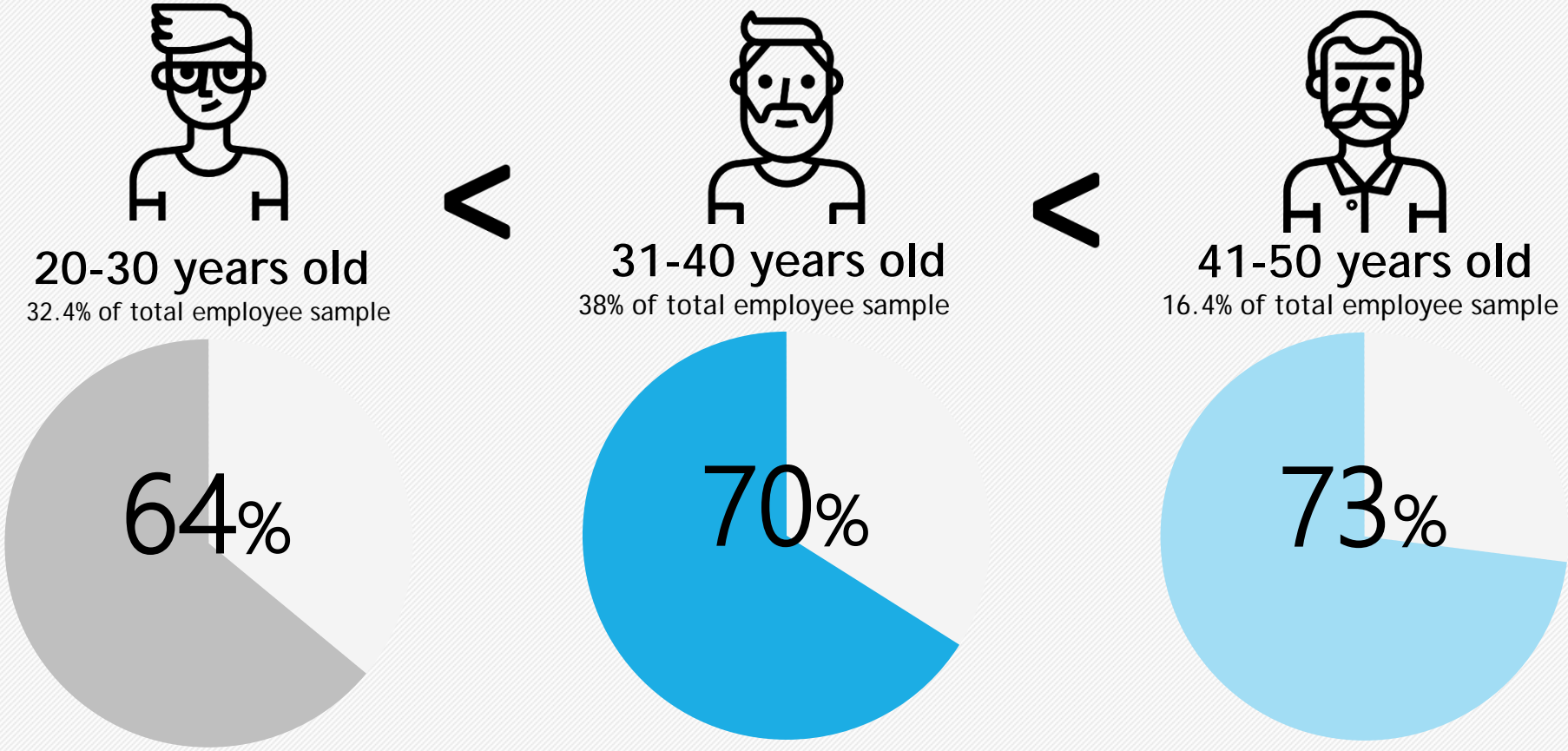


From [employee](#) survey: "How likely that customer's appreciation will motivate you to work better?"

Customer Appreciation Influence: Split by **Employees' Age**

14

Split by **Employees' Age**



From [employee](#) survey: "How likely that customer's appreciation will motivate you to work better?"



有被讚賞
經驗的員
工(%)



沒有被讚
賞經驗的
員工(%)

	有被讚賞 經驗的員 工(%)		沒有被讚 賞經驗的 員工(%)
I am <u>proud</u> to be an employee of the organization.	80%	>	63%
I <u>feel good</u> when people describe me as an employee of the organization.	78%	>	63%
Overall, I am <u>satisfied</u> with working in this organization.	80%	>	63%

Top-Line Result 3

16

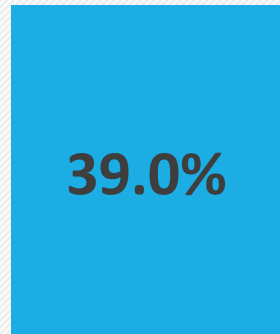
What are Customers' Most Preferred
Appreciation Channels?

The Top Three Popular Appreciation Channels Used By Customers

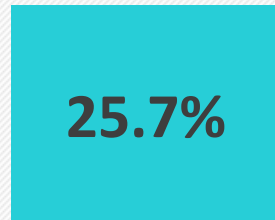
17



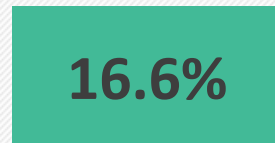
Customers with
Appreciation Experience



Verbal compliment



Thank you card

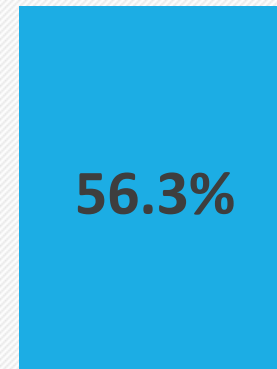


Compliment letter

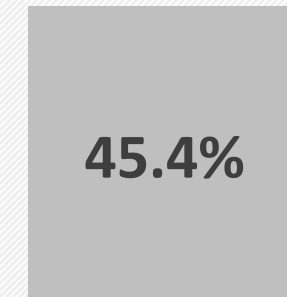
Customers **with** appreciation experience prefer a more **direct** and **personal** way (which involves **more effort**) of expressing their appreciation.



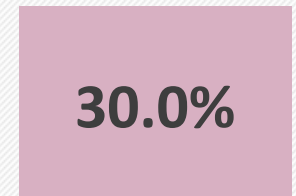
Customers without
Appreciation Experience



Verbal compliment



Electronic communication media
e.g. Facebook, WhatsApp

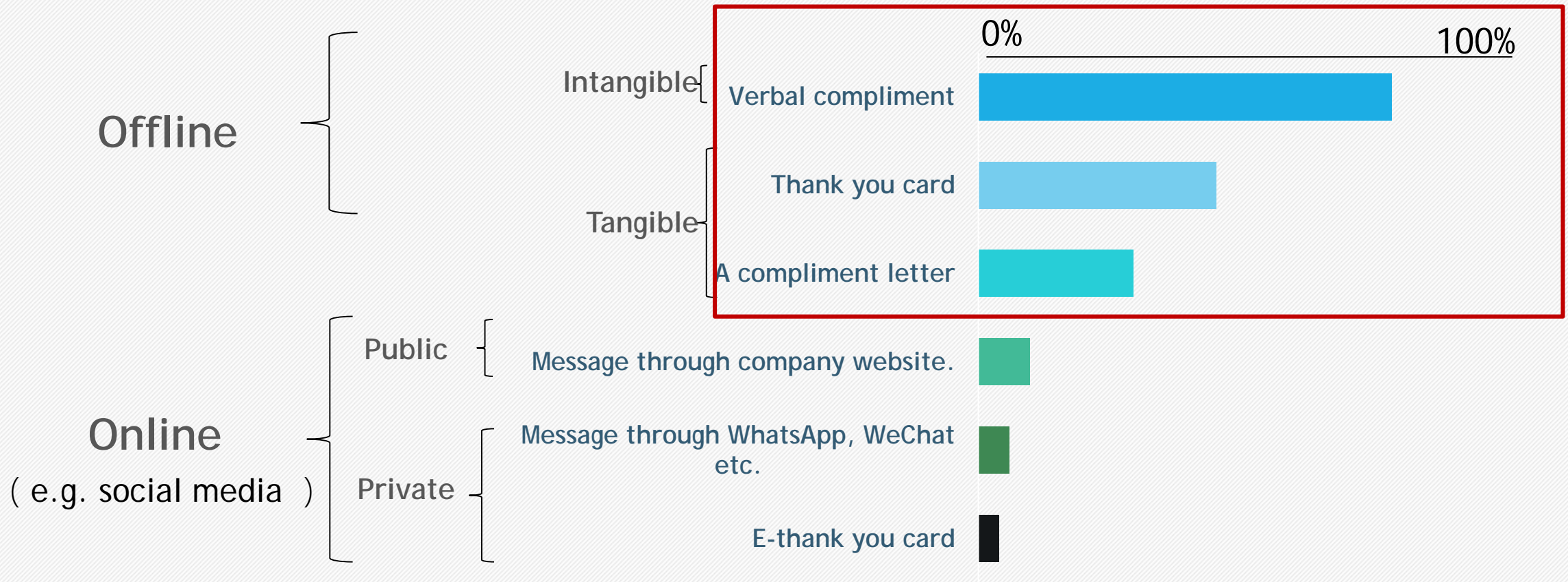


Message through company website

Customers **without** appreciation experience prefer a more **simple** and **easy** way (which involves **less effort**) of expressing their appreciation.

Which Appreciation Channels Used By Customers Can Better Improve Employees' Performance

18



Summery: Upward Spiral Effect 」

19





賞 Name
夕 Appreciation
日 Day >> 11.22