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| 致: 香港生產力促進局 香港九龍達之路78號生產力大樓  電郵: albertwong@hkpc.org | (只供內部填寫) | | |
| 收表日期 |  |  |
| 檔案號碼 |  |  |
|  |  |  |

O2O 顧客體驗評估申請表格

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| 1. **Company Information 公司資料** | |
| Company Name  公司名稱 |  |
| Office Address  辦公地址 |  |
| Business Registration Number  商業登記證號碼 |  |
| Physical shop address  營運店舖地址 |  |
| E-shop Name / Brand Name/ E-shop URL  網店 / 品牌名稱/網店網址 |  |

註:

1. 如曾經參加香港零售管理協會的O2O 顧客體驗認證計劃，申請將不被接納。

If your company joined the Hong Kong Retail Management Association’s O2O Customer Experience Recognition programme, application will not be accepted

2. 網店需由企業自營，如只於電子商務平台開店，申請將不被接受。

For the E-shop listed on ecommerce platform, application will not be accepted.

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| 1. **Contact Information 聯絡資料** | |
| Contact Person Name  聯絡人名稱 |  |
| Position  職位 |  |
| Email  電郵 |  |
| Phone  電話 |  |

|  |  |
| --- | --- |
| Name of Representative  企業代表姓名 |  |
| Title  企業代表職位 |  |
| Signature with company chop  簽署 (附公司印) |  |

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| 1. **Company Operation information公司營運資料** | |
| Your company has been operated for  貴公司 已營運年期 | 1. □<1 2. □1-5 3. □6-9 4. □10-12 5. □≥13 |
| What is the ratio of the region of business?  貴公司的業務地區比例約多少？ | Local本地\_\_\_\_\_\_\_: Outbound region境外\_\_\_\_\_\_\_ |
| No. of Outlets 店舖數量 |  |
| No. of Employee僱員人數 | 1. □1-3 2. □4-10 3. □11-20 4. □21-50 5. □51-100 6. □>100 |
| Product Category 產品類別 | 1. □ Beauty Products/Cosmetics 化妝品店 2. □ Convenience Stores 便利店 3. □ Department Stores 百貨公司 4. □ Electronic & Electrical Appliance 電子及電器店 5. □ Fashion & Accessories 時裝飾物店 6. □ Fast-food/Restaurants 快餐店/餐廳及酒樓 7. □ Food Shops 食品店 8. □ Furniture & home Accessories 傢俱及居室用品 9. □ Health & Personal Care Products 健康及個人護理產品 10. □ Infant & Child Merchandise 嬰兒及兒童商品 11. □ Specialty Stores 專門店 12. □ Supermarkets 超級市場 13. □ Telecommunications 電訊 14. □ Watch & Jewellery 鐘錶及珠寶店 15. □ Other 其他 Please specific 請註明:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| No. of average monthly transactions (online stores)  每月平均交易宗數 (網店) |  |
| No. of average monthly transactions (physical stores)  每月平均交易宗數 (實體店) |  |
| How much do online store contribute to your company's revenue?  網店佔貴公司總業務大概百份之幾? | 1. □1%-24% 2. □25%-49% 3. □50%-74% 4. □75%-100% |
| 於本年度貴公司的營運資源投放重點為?  (可選多項)  Major resources allocation in this year?  (Multiple Choices) | 1. □ Offline/Traditional Marketing Promotion線下/傳統市場推廣 2. □ Online Marketing Promotion線上市場推廣 3. □ IT (Related to e-commerce, e.g. Sales, CRM, payment gateway) 與電子商務有關符資訊科技(如銷售、 客戶服務、網上支付關閘等) 4. □ IT (Related to Operation, e.g. Inventory management, logistic) 與營運管理有關符資訊科技(如庫存管理、物流等) 5. □ Open new physical store增設實體店舖 6. □ Develop advanced features to online store為網店增加更多進階功能 7. □ Live broadcast platform電商直播平台 8. □ Develop mobile app platform開發手機應用平台 9. □ Data Analytics 數據分析 10. □ Others其他, please specify 請註明:\_\_\_\_\_\_\_\_ |
| 未來那些技術將有助貴公司發展?  (可選多項)  Which technologies will help your company grow in the future?  (Multiple Choices) | 1. □ AI機器學習 AI Machine Learning 2. □ 線上聊天機器人 Online Chabot 3. □ 店內服務型機器人 In store service robots 4. □ 倉儲自動化機器人 Autonomous Warehouse Robots 5. □ 物聯網技術 IoT Technology 6. □ 電子支付系統 E-payment system 7. □ 客戶管理系統 CRM 8. □ 網上直播平台 Live broadcast platform 9. □ Data Analytics 數據分析 10. □ Others其他, please specify 請註明:\_\_\_\_\_\_\_\_ |

**履行交易評審消費確認及報銷安排**

Purchase and reimbursement arrangement

**​**

The assessor would arrange mystery shopper to conduct online purchase at your e-shop in order to complete "Contract Fulfillment" (one of the perspectives of the assessment criteria). The online purchase and reimbursement would be arranged as follows:  
此計劃的其中一項評審範疇為"履行交易"，評審機構必須安排神秘顧客於你的網店進行消費活動才可以作出此部份之評審。其消費及報銷安排如下：  
  
**Online Purchase 進行消費**

* The below agreed maximum consumption amount should be set at the time of enrollment.  
  以下最高消費金額必須在報名時預先訂立。
* The mystery shopper would conduct online purchase at your e-shop according to the agreed maximum consumption amount, including delivery charge, membership registration fee or any other charges.  
  神秘顧客將按同意之最高消費金額進行消費 (其金額需包括運費、會員登記費及其他不可免除的網購雜項費用)。
* Assessment would be made for the part of "Contract Fulfillment" after the transaction.  
  神秘顧客將在完成交易後，就參與網店履行交易部份作出評審。

**Reimbursement Arrangement 報銷安排**

* The mystery shopper would return the received goods and purchase invoice to your company after the assessment.

神秘顧客會於評審後將所收到的貨品及付款單據交回貴公司。

* Your company to refund the balance by cash/cheque.

參與公司以現金/支票等方式將相關費用退回。

We confirm and agree with the above Online Purchase and Reimbursement Arrangement for Contract Fulfillment. The maximum consumption amount is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

本公司現確定及同意此認證計劃就履行交易部份之評審所作出的消費及報銷安排，最高消費金額為： \*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bottom of Form

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| Name of Representative  企業代表姓名 |  |
| Title  企業代表職位 |  |
| Signature with company chop  簽署 (附公司印) |  |