



Provided by The Great Eagle Properties Management
Company, Limited - Langham Place
本報告摘要由鷹君物業管理有限公司—朗豪坊提供

The Langham Place Management Office is part of The Great Eagle Properties Management Company, Limited, a wholly-owned subsidiary of Great Eagle Holdings Limited. Serving visitors and retail /office tenants, the Company manages the operations of the 60-storey A Grade office tower and 15-storey shopping mall of Langham Place, comprising a total floor area of 1.29 million square feet in the very heart of Mongkok, Kowloon.

The Company's core values are summarised as 'CREST' - Customer Focus, Responsibility, Excellence, System Compliance and Team Work - which represents the pillars and culture of its daily operations. Quality is at the forefront of everything Langham Place does, and the Property Management team adheres to this Mission Statement:

1. We are dedicated to providing a premium property management service with a commitment to social and environmental responsibility.
2. We are committed to contributing to the brand value of The Great Eagle Holdings Limited through the provision of a premium property management service in our portfolio.
3. We are dedicated to serving and caring for our customers with passion and professionalism.
4. We are committed to providing a working environment in which every team member is valued, treated with respect, trust, fairness, and given support. They can let their talents flow and flourish with pride.

Leadership

The Company's vision is to 1) create long-term value for its customers, partners, investors, employees and community; and 2) maintain its premium position in the property industries by continually growing and improving operations in order to achieve excellence in every facet of its business. Under the guidance of its top management, the Company achieves its vision by setting specific missions for each group of stakeholders.

To provide the best possible service to customers, a Quality Assurance Team, consisting of Quality Compliance, Estate Facility and Quality Service teams, has been set up. The top management meets frequently and regularly with ten active task force groups to encourage high performance, ethical behaviour, and continual improvement in all aspects of operations. Living by its mission statement, the Company is dedicated to its social and environmental responsibilities; hence, it has implemented a series of environmental management systems and community caring schemes such as 'Green Programme' and 'Caring for the people in need'.

朗豪坊管理處隸屬鷹君集團有限公司旗下全資擁有的鷹君物業管理有限公司。公司負責管理和營運位於九龍旺角心臟地帶的朗豪坊，包括樓高六十層的甲級寫字樓，以及十五層高的購物商場，總面積達129萬平方呎，為訪客及零售/寫字樓租戶提供物業管理服務。

「CREST」是公司的核心價值－即以客為本 (Customer focus)、盡責承擔 (Responsibility)、力求卓越 (Excellence)、專業管理 (System compliance)、群策群力 (Team work)－代表着公司日常營運的基礎與文化。朗豪坊向來以質素為大前提，其物業管理團隊堅守以下使命宣言：

1. 我們致力於提供優質物業管理服務，肩負關愛社會及環境的責任。
2. 我們承諾通過優質物業管理服務，在各業務層面爭取卓越表現，將鷹君集團的品牌價值提升至最高水平。
3. 我們致力以熱誠和專業的態度來為我們的客戶提供從心出發的服務。
4. 我們承諾以尊重、信任、公平、扶持為基礎創造理想的工作環境，讓每一位員工的才能得以充分發揮，為共同努力的成果而感到驕傲。

領導才能

公司的願景是1) 為顧客、業務夥伴、投資者、員工及社會創造長遠價值；及2) 鞏固公司在物業行業的領導地位，通過不斷拓展和提升營運水平，在各業務層面爭取卓越表現。在管理層的指導下，公司為各利益持份者訂下使命，從而實現以上願景。

為了向客戶提供最佳服務，公司特別設立質量保證團隊，並由質量稽核、管理營運及制度檢定三個單位組成。高級管理層亦定期與十個專

Report Summary (Bronze Award) 報告摘要 (銅獎)



Strategic Planning

Langham Place implements the best development strategies for achieving excellent quality and customer service by adopting the Integrated Management System - Plan, Do, Check, Act - in all operations.

At Langham Place, designated Task Forces carry out strategic plans, with constant assessment by senior management. For effective strategy implementation, execution quality of staff is of paramount importance, thus the Quality Assurance Team identifies specific training needs and formulate tailored training plans for the entire workforce. Based on the CREST core values, the Quality Assurance Team develops strategic and improvement plans. Senior management also review staff performance to ensure continuous improvement for all staff.

Customer Focus

Langham Place always puts customers first to achieve excellence in quality and service. As customers and tenants have different needs, two separate teams - Tenancy Services Team and Customer Service Officers' Team - have been set up to provide attentive, tailor-made services to tenants and customers respectively. The Company puts great emphasis on its relationships and communication with tenants and visitors through a wide variety of events and engagement activities.

A comprehensive and centralised customer feedback system manages, analyses and follows up all appreciative comments, enquiries, and complaints raised by customers, ensuring all directives are managed under the CREST core values.

Measurement, Analysis and Knowledge Measurement

Langham Place treasures the opinions of its customers; thus, data and feedback are collected through various channels, and analyses of such information are thoroughly reviewed by the top management. To forecast future needs of customers and continually upgrade services, trends and data are analysed monthly during Integrated Management System meetings.

The effectiveness of the Company's operations is assured by regular in-house process audits by the Quality Compliance Manager and by the Corporate Internal Audit Team. Langham Place also invites external parties such as Hong Kong Quality Assurance Association to conduct annual audits and accreditation.

案工作小組開會，推動及檢討所有營運範疇的優秀表現、道德操守及持續改善的工作。公司秉承使命宣言，致力履行社會和環境責任，並推出一系列環境管理系統及關懷社區措施，如「綠色工作計劃」及「協助有需要人士」等。

策略性規劃

朗豪坊的發展策略，是運用「綜合管理系統」中的「策劃、執行、檢討、改善」程序，去推行實施每一項運作制度，務求達致最佳的服務質素。

朗豪坊設有多個專案工作小組負責執行策略性計劃，而管理層則不時作出評估。為了有效地推行既定策略，員工的執行能力尤其重要，因此質量保證團隊必須確定培訓需要，為全體員工度身制定培訓計劃。質量保證團隊亦根據CREST核心價值，規劃推行多項改善計劃。同時，高級管理層不時評核員工表現，以確保所有員工的服務水準不斷提升。

客戶焦點

朗豪坊一直本着「以客為先」的理念，追求卓越質量和服務水平。公司深明顧客和租戶各有所需，故此特別設立兩個團隊－租戶服務團隊和顧客服務團隊－分別為租戶和顧客提供最貼心合意的服務。公司亦透過舉辦連串活動，加強與租戶和顧客的溝通及彼此關係。

公司擁有全面而統一的顧客意見反饋系統，用來管理、分析及跟進顧客所有的查詢、意見、表揚或投訴，從而有效改善服務質素。

評估、分析和知識管理

朗豪坊非常重視顧客意見，因此通過不同渠道收集顧客數據及意見，由管理層細心審評有關資料的分析。此外，團隊於綜合管理系統會議

Report Summary (Bronze Award) 報告摘要 (銅獎)



Given its circumstances of geography and population density, achieving success in all areas of Langham Place's operation is particularly challenging. However, the Company's success is reflected in its customers' voices and the position of its market shares. The Langham Place Management Team has a strong determination to continuously provide premium property management services, and a high commitment to social and environmental responsibility.

面的策略和具成效的措施，公司在優質管理的努力得到租戶及顧客的認同。朗豪坊的零售和寫字樓長期保持高出租率，足以證明其卓越服務質素。二零一二年，朗豪坊在多個領域上取得不少獎項及認證，包括優質顧客服務及物業管理、社會服務及環保貢獻、保安及培訓等等。此外，二零一一及二零一二年度顧客調查顯示，租戶對朗豪坊的清潔、保安、設施、顧客服務及環保措施等各方面平均滿意率高達99.25%。員工留任率亦自二零零九年一直維持高水平。

位處煩囂和人煙稠密的旺角，朗豪坊要在所有營運層面取得成功着實充滿挑戰。然而，顧客的聲音和市場佔有率已足以反映朗豪坊的成功。朗豪坊管理處團隊承諾繼續提供最優質的物業管理服務。