



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」是公司的核心價值一即以客為本(Customer focus)、盡責承擔(Responsibility)、力求卓越(Excellence)、專業管理(System compliance)、群策群力(Team work)一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:

- 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。
- 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。
- 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) 報告檔要(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 inhouse 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一租戶服務團隊和顧客服務團隊一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)



Workforce Focus

Langham Place believes people are the key to success of a company. It provides a working environment in which every team member is valued, treated with respect, trust, fairness, and support. Staff are carefully selected by the recruitment team to meet specific job requirements.

The Company strives to nurture its staff's talents and fully engage them in its vision through different programmes and Task Force. These include a mentoring programme for new joiners and a variety of training programmes. Staff-caring and staff recreation task forces are created to improve working conditions and staff engagement. Moreover, the Company deploys a Recognition Scheme to reward and motivate outstanding staff at all levels.

Operations Focus

To manage Mongkok's complicated environment and Langham Place's long operating hours, innovations in work systems have been implemented, many of which are firsts in the property management industry. Comprehensive work systems have been designed and carried out to achieve the highest quality of services in different aspects - from crowd control, security management, cleanliness management, repair and maintenance to indoor air quality.

Key work processes strictly follow the Integrated Management Systems structure, and their success is determined by the ability to meet legal requirements, customers' expectations and company standards. Corrective and Preventive Action Record and thorough evaluation procedures for contractors and suppliers have also been established.

Results

Langham Place sees quality management as vital to fulfilling its mission. As a result of the Company's comprehensive strategies and effective measures, its efforts in quality management is recognized and valued by its tenants and customers. Langham Place's continuously high occupancy rate in both retail space and office tower is a solid proof of its exceptional quality. In 2012, Langham Place received numerous awards and accreditations in recognition of its performance in the areas of Quality Service and Property Management, Social and Green Contribution, Security Standard and Training. In addition, annual surveys in 2011 and 2012 indicated an average satisfaction rate of 99.25% in the areas of cleanliness, securities, facilities, customer services and environmental measures. Staff retention rate has also been maintained high since 2009.

中,每月分析顧客意見和數據,以迎合顧客未 來需要,以及持續提升服務水平。

為確保公司的營運成效,質量控制經理及集團 內部審計團隊定期進行內部程序審核。朗豪坊 亦邀請第三方如「香港品質保證局」進行年度 審核和認證。

工作團隊焦點

朗豪坊深信,員工是公司的成功關鍵之一。公司致力締造理想工作環境,讓每一名員工都備受重視,並得到尊重、信任、公平對待和支持。負責招聘的部門會按照指定工作要求細心挑選合適的員工。

公司十分着重培育員工才能,同時透過各項計劃及專案工作小組將公司的願景傳達至每一位員工。這些計劃包括:為新入職成員特設的「師友計劃」,以及一系列的培訓課程。公司亦設立「員工關懷小組」及「員工康樂小組」,以改善工作環境和員工歸屬感,並推出多項「員工嘉許計劃」以獎賞及激勵各階層的員工。

營運焦點

為應付旺角區較複雜的地理環境和商場的特長 營業時間,公司在營運系統上花了不少心思,由 人流管理、保安、清潔、維修保養,以至室內空 氣質素,務求在各層面均達致最高服務標準。

朗豪坊的主要營運程序均嚴格按照綜合管理系統而制定,其成效取決於符合法例要求、顧客要求及公司標準。此外,公司亦訂立了修正及預防方案,以及周詳的承辦商/供應商評核程序。

業績

朗豪坊視優質管理為履行使命的核心。憑藉全

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。