

**Mystery shopper scheme confers the “Smiling Staff Award” on 10 frontline staff members at 3 Hong Kong which also becomes the only local corporation to win the “Smiling Enterprise Outstanding Award”**  
**3 Hong Kong also scoops two awards from Marketing magazine for outstanding digital customer service**

Hong Kong, 7 April 2016 - 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings (HTHKH, stock code: 215), today announced it is the only corporation in Hong Kong to win the “Smiling Enterprise Outstanding Award”. This accolade applauds 3 Hong Kong’s frontline staff for adopting a particularly helpful and sincere attitude when serving customers during mystery shopper visits conducted by the Mystery Shopper Service Association. In another recognition scheme, 3 Hong Kong scooped “Best Mobile Site Silver Award” and “Best App - Creative Design Bronze Award” honours in the Mob-Ex Awards presented by Marketing magazine.

**The only Hong Kong corporation to win the “Smiling Enterprise Outstanding Award” title**  
The Smiling Enterprise Awards and Smiling Staff Awards are run every year by the Mystery Shopper Service Association with the overall aim of encouraging a service-with-a-smile approach throughout Hong Kong and Macau. Mystery shopper visits are designed to assess customer-facing staff in respect of two awards, and contenders for the Smiling Staff Awards are required to sit interviews presided over by a panel of judges. Winners are assessed on outstanding service quality and providing service with a smile. The association shortlisted 29 “smiling” sets of staff in Hong Kong and Macau this year. Of these, “Smiling Staff” honours were bestowed on eight 3Shop staff at Central, Causeway Bay, North Point, Lok Fu, Sham Shui Po, Yuen Long and Lantau Island, while two frontline staff at the Causeway Bay and Ngau Tau Kok 3Shops were singled out for the coveted “Outstanding Smiling Staff” award. 3 Hong Kong also won the “Smiling Enterprise Outstanding Award” - being the only Hong Kong corporation to hold the prestigious title.

**Quality digital customer service earned two awards from Marketing magazine**

The same service-with-a-smile philosophy has been extended to 3 Hong Kong’s online efforts. For example, the new 24/7 online 3iChat customer interface generates warmth by using emoticons to create a friendly rapport. Another example is 3 Hong Kong’s eSelf-service initiative, which has blossomed into a swift, simple and good-natured customer experience. Outstanding eSelf-service performance won recognition from Marketing magazine in the form of two titles from the Mob-Ex Awards scheme.

Mob-Ex Awards rewards outstanding marketing campaigns, applications and associated projects. The scheme welcomes entries from marketers, the media, public relations agencies and mobile

solution providers. Mob-Ex judges seeking a winner for the “Best Mobile Site Silver Award” found that 3 Hong Kong’s 3Care website provides customers with a one-stop solution featuring newly-designed charts that present bills - along with voice and data usage information - in easy-to-absorb fashion. The site is made all the more appealing by adoption of the “responsive web design” concept, which reconfigures a webpage automatically to suit the device type being used by a customer.

Meanwhile, the “Best App - Creative Design Bronze Award” title was earned by 3 Hong Kong’s 3Meter app for its clear and simple design, which makes life easy for customers wanting to check on their consumption of various services, or top-up their usage entitlements.

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#### **About 3 Hong Kong**

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the “3” brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at “3HKWiFiService” hotspots to serve Hong Kong’s major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk).

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