



# News Release

## **SmarTone's Excellent Customer Service Further Validated by Winning for the Second Year in a Row at Next Magazine's 15<sup>th</sup> Top Service Award 2004**

(9 June 2004, Hong Kong) – SmarTone Mobile Communications Limited's commitment to delivering the highest level of service quality is further validated by its winning the following awards at the Next Magazine's 15<sup>th</sup> Top Service Award 2004:

- "Top Service Award" - Telecommunications Network Service Provider Category, and
- First Runner-up of "The Best Staff Award"

"SmarTone's winning of the Top Service Award for the second consecutive year reflects the consistent high standard of customer service of our whole front-line team. We are glad that our excellent customer service is recognised by the general public through voting," according to Mr. Douglas Li, Chief Executive Officer of SmarTone.

SmarTone's frontline operations have been strengthened to assist customers to gain first-hand experience in the use of multimedia services and to enhance the general service quality. SmarTone's award-winning customer service together with the best network performance and best-in-class products and services enable the company to reinforce its brand -- meeting customers' real needs, delivering compelling customer benefits and bringing them substantial value, further driving its 'Get Closer' customer proposition.

This year, SmarTone continues to receive the highest number of votes in the Telecommunications Network Service Provider Category. In addition, SmarTone's nominated staff, Lousia Ho, is the first runner-up of The Best Staff Award (with contestants coming from winning companies of 20 categories) due to her outstanding customer service skills.

The Next Magazine's acknowledgement in both 2003 and 2004 add to a growing number of local and regional retail and service awards that SmarTone has already won and affirms the company's excellence in customer service.

The Top Service Award programme of Next Magazine sets the benchmark for service quality and business excellence. The objectives of this annual programme are to recognise companies and individuals with outstanding performance and to upgrade the service standard of all industries and businesses in Hong Kong. A total of 226 companies, grouped into 20 categories, were shortlisted via an open reader survey to participate in this year's programme. The assessment of these participating companies was conducted via open voting by the general public only.



# News Release

The list of retail and service industry awards that SmarTone has won since 2002 include:

- June 2004            15<sup>th</sup> Top Service Award 2004 of **Next Magazine**
- Top Service Award - Telecommunications Network Service Provider Category
  - First Runner-up of The Best Staff Award
- November 2003      Mystery Shoppers Programme of the **Hong Kong Retail Management Association**
- Service Retailer of the Year 2003 under the Electronic & Electrical Appliances / Telecommunications Category
- October 2003        2003 Service and Courtesy Award of the **Hong Kong Retail Management Association**
- Special Award - Best Team Performance
  - Junior Frontline Level - Electronic & Electrical Appliances / Telecommunications Category Award
  - Supervisory Level Award - Electronic & Electrical Appliances / Telecommunications Category Award
- June 2003            14<sup>th</sup> Top Service Award 2003 of **Next Magazine**
- Top Service Gold Award
  - Top Service Award - Telecommunications Network Service Provider Category
  - Champion of The Best Staff Award
- April 2003            35<sup>th</sup> Distinguished Salesperson Award of the **Hong Kong Management Association**
- April 2003            Customer Relationship Excellence Awards of **Asia Pacific Customer Service Consortium**
- 2002 Customer Relationship Excellence - Outstanding Achievement
  - 2002 Call Center of the Year (Telecommunications)
  - 2002 Customer Service Professional of the Year
- March 2003          Mystery Shoppers Programme of the **Hong Kong Retail Management Association**
- Service Category Leader under the Electronic & Electrical Appliances / Telecommunications Category (November 2002 to January 2003)
- November 2002      Mystery Shoppers Programme of the **Hong Kong Retail Management Association**
- Service Retailer of the Year 2002 under the Electronic & Electrical Appliances / Telecommunications Category
- October 2002        2002 Service and Courtesy Award of the **Hong Kong Retail Management Association**
- Special Award - Best Team Performance
  - Junior Frontline Level - Specialty Stores Category Award



# News Release

- October 2002      Hong Kong Call Center Awards of **Hong Kong Call Center Association**
- Call Center Team Leader - Silver Award
  - Call Center Team Leader - Bronze Award
  - Call Center Professional - Bronze Award
- June 2002      34<sup>th</sup> Distinguished Salesperson Award of the **Hong Kong Management Association**
- March 2002      Mystery Shoppers Programme of the **Hong Kong Retail Management Association**
- Service Category Leader under the Electronic & Electrical Appliances / Telecommunications Category (November 2001 to January 2002)

## About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was selected as one of Asia's Top 20 Brands in the annual "Top Asian Brands" survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands.

With our strong technological heritage and deep commitment to quality service, SmarTone offers best-in-class multimedia services which are marketed under three categories: SmarTone **GO**<sup>™</sup>, a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**<sup>™</sup>. SmarTone's branded offerings, including SmarTone **GO**<sup>™</sup>, SmarTone **BIZ**<sup>™</sup>, **email on the go**<sup>™</sup>, **picturemail**<sup>™</sup>, **moviemail**<sup>™</sup>, **sms via email** and **PhoneHome**<sup>™</sup>, deliver substantial benefits to customers.

SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.



# News Release

Established in 1992, SmarTone was the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.

SmarTone has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

For more information, please visit SmarTone's website at [www.smartone.com.hk](http://www.smartone.com.hk)

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