SmarTone-Vodafone launches 'Give Me 5!' service campaign at retail stores

Celebrates winning 'The Best Team Performance Award' 5 years in a row and demonstrates its passion to continually raise the bar in customer service quality

(24 November 2005, Hong Kong)   SmarTone-Vodafone announced today the launch of a 'Give Me 5!' customer service campaign at all retail stores. This 4-week campaign is to celebrate with its customers the unprecedented success in winning 'The Best Team Performance Award' 5 years in a row since its inauguration in the Hong Kong Retail Management Association (HKRMA) Service & Courtesy Award. More importantly, it demonstrates SmarTone-Vodafone's passion to delight its customers by continuing to set new and higher standards.

To celebrate this remarkable achievement, SmarTone-Vodafone invites all existing and new customers to visit any of its stores to experience its award-winning service and enjoy a choice of free offers for music, games, news, sports and mobile Internet services. Even more, customers can win one of 20 3G handsets by giving suggestions on how to serve them better. Five customers providing the best suggestions each week can win the latest 3G handset and enjoy the best of SmarTone-Vodafone's superior multimedia services.

"It has not been easy to surpass every retailer in all categories and win 'The Best Team Performance Award' for 5 consecutive years from HKRMA, the major association representing Hong Kong's retail industry. This outstanding achievement is attributable to the teamwork demonstrated consistently by all SmarTone-Vodafone's frontline staff in engaging customers wherever and whenever they come into contact with them," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. "Our customers are at the centre of everything we do. Winning 5 years in a row is good; delighting our customers is even better. We believe customers are the ultimate winners, and this embodies the concept behind the 'Give Me 5!' campaign."

Operational excellence is the key to success. This means a concerted effort in listening to and understanding customers' needs, finding just the right approach in meeting their individual needs and serving customers in a personal and engaging way so that they feel special. This, together with

the new shop design which enables more interaction with customers and improved operational efficiency, gives them a better environment in which to experience the benefits offered by SmarTone-Vodafone's multimedia services.

In the HKRMA's 2005 Service and Courtesy Award, SmarTone-Vodafone achieved a clean sweep for its excellent customer service by winning four top awards. This includes 'The Best Team Performance Award' across all categories. In the Electronic & Electrical Appliances / Telecommunications Category, SmarTone-Vodafone won the Mystery Shoppers Programme Award and its nominees also won the individual Supervisory Level Award and the Junior Frontline Level Award.

This year, there were 69 retail companies competing for 'The Best Team Performance Award'. Among them were 369 nominees from 68 retail companies in the running for the individual Junior Frontline Level Award, and 179 nominees from 54 retail companies in the running for the Supervisory Level Award. The total number of participants increased by 57% from 2004 to 2005, and this year represents a record for the highest level of participation since the introduction of the HKRMA's Service & Courtesy Awards. Amid intense competition, SmarTone-Vodafone outperformed all contestants, demonstrating that they are indeed the best of the best.

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Notes to the Editor:

Awards won in the Hong Kong Retail Management Association Service and Courtesy Award

The Best Team Performance Award
2005; 2004; 2003; 2002; 2001

Mystery Shoppers Programme - Service Category Leader
2005; 2003; 2002

Supervisory Level Winner (Electronic & Electrical Appliances/Telecommunications Category)
2005; 2004; 2003; 2001

Junior Frontline Level Winner (Electronic & Electrical Appliances/Telecommunications Category)
2005; 2003; 2002