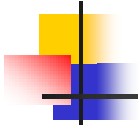




# Customer Relationship Management

Companies Registry  
Hong Kong  
28 February 2003



## Communication with Customers

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- Companies Registry Customer Liaison Group
- Visits to Major Customers
- Customer Service Survey
- Interactive Voice Response System
- Information pamphlets





## Companies Registry Customer Liaison Group (CRCLG) (1)

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- Objectives
  - To provide a forum to exchange views with representatives of major customers
  - To improve understanding of customers' needs, problems and views on the Companies Registry's services.
  - To improve customers' understanding of the Companies Registry's policies, services, practices and procedures.



## Companies Registry Customer Liaison Group (CRCLG) (2)

- Membership
  - Senior Management of the Companies Registry
  - Representatives from Professional Associations
  - Representatives from Major Customers



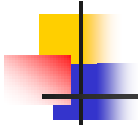


## Visits to Major Customers

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- To collect views and opinions
- To consider and review feedback with an aim to improving the quality of our services



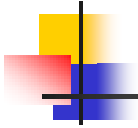


## Customer Service Survey (1)

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- Objectives
  - To assess the level of customer satisfaction with the services provided
  - To collect customers' opinions
  - To gauge customers' expectations and identify areas for improvement

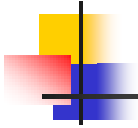




## Customer Service Survey (2)

- Survey Areas
  - Usage Pattern
    - General Habits
    - Company Searches
    - Submission of Documents



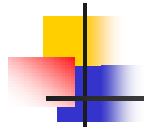


## Customer Service Survey (3)

- Satisfaction
  - Performance Pledge /Target Standard on major services
  - Service Standard
  - Service Hours
  - Companies Registry On-line Public Search System (CROPS)
  - Overall Services

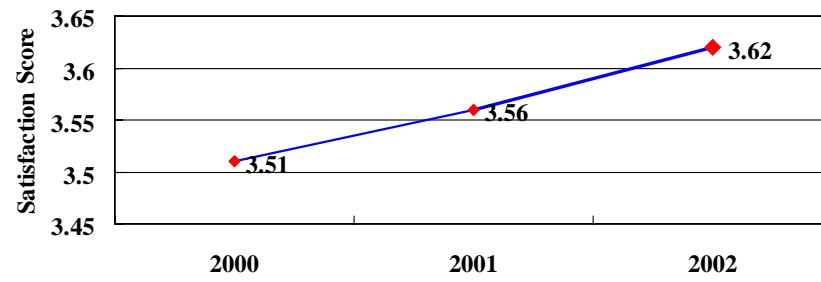






## Customer Service Survey (4)

**Overall Satisfaction Level on a  
Scale of 1 to 5**



## Implementation of Customers' Suggestions

- Introduction of the deregistration service
- Companies Registry specified forms made available for downloading in Dynadoc format
- Extension of service hours of various services
- Expanding the statistics section of the CR homepage





## Interactive Voice Response System (IVRS) (1)

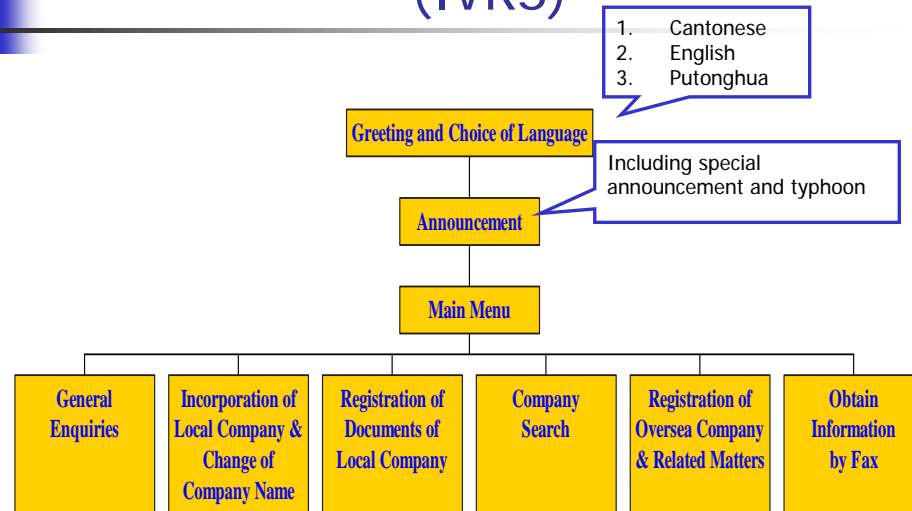
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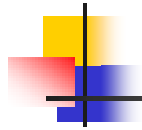
- Handles simple telephone enquires
- Provides 24 hours service to the public
- Provides information through fax
- 3 Languages to choose from



2234 9933

# Interactive Voice Response System (IVRS)





## Information pamphlets

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- 15 information pamphlets explaining various services of the Registry
- Can be collected in person, obtained through fax from IVRS, or download from the Registry's internet homepage
- Can also be read in the Public Enquiry Service Centres of the 21 District Offices of the Home Affairs Department

