



# **Mystery Customer Assessment Award 2026**

**神秘客戶評審大獎  
2026**

# Objectives

- **To facilitate service quality enhancement of the participating customer service providers that include calls, live chat, emails, messaging apps and in-person visits.**
- **To monitor and raise the service standard of the customer contact industry**
- **To establish benchmarks for customer contact channels**

# Eligibility

- Customer service hotlines and online (e.g. Live Chat, WhatsApp, WeChat, email) channels providing services in Hong Kong – whether they are operated in Hong Kong or elsewhere
- Customer service hotlines and online channels providing services for internal customers / members / account-based customers
- Customer service providers providing services through brick-and-mortar (B&M) channel
- Service to be provided in **Cantonese, Putonghua or English**

# Methodology

- **Mystery Customer to assess the participating hotlines / on-line / B&M channels' service quality monthly for 6 consecutive months through calling / onsite / online / face-to-face assessment**
- **Assessment reports to be provided for the participants bi-monthly**
- **Number of calls / contacts / visits to be assessed depend on the size of the participating channels and the number of the physical outlets.**

# Recognitions

- Participants **attain the prescribed standards** set for Gold, Silver and Bronze Award to receive respective awards in the 2026 HKCCA Award Presentation & Gala Ceremony
- **Best-in-class** recognition to be awarded to the highest score participant of the **same business sector** ( provided the sector has 4 or more entries)
- The overall highest score participant of the same assessment stream to receive **“Best of the Best”** recognition
- The minimum number of entries per assessment stream to warrant **“Best of the Best”** recognition is **10**

# Recognitions

- The entry has the **biggest overall score improvement** over its **last overall result** to receive the **Best Improvement** recognition \*
- Sustainability recognition to be awarded to Gold winners for **three or more** consecutive years\*. The number of years that the participant consecutively achieved Gold standard to be stated on the trophy and respective communication materials.
- **Best Omni-channel Service Provider** recognition to be awarded to the highest score participant with the most entries in all three channels (i e. Calls, Online, B&M) . And each entry must attain the Gold standard.

\*Only applicable for participants enrolled to the same **Assessment Stream and Group**

# Recognitions

- The **winners' credit points** to be included in the HKCCA Grand Award of the Year calculation. Maximum **two** entries are to be included in the calculation.
- **Best of the Best and Best Omni-channel Service Provider** recognitions are to be included in the **highest score** category calculation.\*\*
- **Best-in-class** recognition to be included in the **functional** category calculation . \*\*

- \*\*
1. **Best of the Best and Best-in-class** score to be included only to participant receiving 5 Corporate Awards.
  2. When the participant achieved “Best of the Best” and “Best-in-class” recognitions, only “Best of the Best” score to be included.

# Assessment Streams

## Phone-in / Online stream

### Business sectors

- Public Service and Utilities (公共服務及公用事業組別)
- Banks and Loan Institutions (銀行及貸款機構組別)
- Insurance and Finance (保險及金融組別)
- Telecommunications (電訊組別)
- Transports and Logistics (運輸與物流組別)
- Travel and Hospitality (旅遊及餐旅組別)
- Living and Entertainment (生活及娛樂組別)
- Commerce (商務組別)

**Remark:** 1. *The grouping of entries will be determined by the organizer*

2. *Business sectors could be merged and renamed upon the completion of enrollment*

# Assessment Streams

## Brick-and-mortar (B&M) stream

### Business sectors

- Public Service and Utilities (公共服務及公用事業組別)
- Banks and Loan Institutions (銀行及貸款機構組別)
- Insurance and Finance (保險及金融組別)
- Telecommunications (電訊組別)
- Transports and Logistics (運輸與物流組別)
- Travel and Hospitality (旅遊及餐旅組別)
- Living and Entertainment (生活及娛樂組別)
- Commerce (商務組別)

**Remark:** 1. *The grouping of entries will be determined by the organizer*

2. *Business sectors could be merged and renamed upon the completion of enrolment*

# Mode of Assessment

## Phone-in / Online stream

- Phone-in Assessment (電話評審)
- Online Assessment (在線評審)
- Onsite Assessment (現場評審)

## Brick-and-mortar stream

- Face-to-face Assessment (面對面評審)

## Award Details: Phone-in / Online stream

	Group A	Group B	Group C	Group D
<b>No. of Seat</b>	1 to 10	11 to 50	51 to100	Over 100
<b>No. of call / contact per round (2 months)</b>	20	40	80	120
<b>No. of call / contact for 6 months</b>	60	120	240	360
<b>Bi-monthly Assessment Report</b>	3	3	3	3
<b>HKCCA Presentation and Gala Ceremony Seat</b>	1	1	1	1
<b>Enrollment Fee (HKCCA member)</b>	HK\$25,800	HK\$33,800	HK\$54,800	HK\$66,800
<b>Enrollment Fee + HKCCA Membership Fee (Non-member)</b>	HK\$29,800	HK\$36,800	HK\$58,800	HK\$69,800

## Award Details: Brick-and-mortar stream

	Group A	Group B	Group C	Group D
<b>No. of Customer Centres (to be assessed)</b>	1 to 2	3 to 6	7 to 9	Over 10
<b>No. of visit per entry per round (2 months)</b>	6	12	18	24
<b>No. of visit for 6 months</b>	18	36	54	72
<b>Bi-monthly Assessment Report</b>	3	3	3	3
<b>HKCCA Presentation and Gala Ceremony Seat</b>	1	1	1	1
<b>Enrollment Fee (HKCCA member)</b>	HK\$ 24,800	HK\$32,600	HK\$ 49,800	HK\$ 65,800
<b>Enrollment Fee + HKCCA Membership Fee (Non-member)</b>	HK\$ 28,800	HK\$ 36,600	HK\$ 54,800	HK\$ 69,800

# Score Requirement for Awards

## Score Requirement:-

- Pass = 70
- Bronze = 70 – 79.9
- Silver = 80 – 89.9
- Gold = 90 or over

## Score Weighting per round

- 1<sup>st</sup> round (1<sup>st</sup> and 2<sup>nd</sup> months) = 20%
- 2<sup>nd</sup> round (3<sup>rd</sup> and 4<sup>th</sup> months) = 30%
- 3<sup>rd</sup> round (5<sup>th</sup> and 6<sup>th</sup> months) = 50%

# Implementation Schedule

Award Launch - 16 Jan 26 (Cantonese)



Kick-off meeting with new participants – 19 Jan to 13 Feb 26



Deadline for enrolment – 13 Feb 26



Deadline for FAQ submission – **27 Feb 26**  
**1 point to be deducted in Round 1 for late submission**



Kick-off Seminar – 3 March 26



Assessment Period – 9 March to 21 August 26



Reporting of Performance – 4 May; 6 July; 13 Nov 26



Result Announcement & Award Presentation – 6 Nov 26

**Q & A**

# Contact Information

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**Thank You**