

## Mystery Customer Assessment Award 2026 Application

The Mystery Customer Assessment (MCA) Award 2026 – the most popular award category of the HKCCA Award is now open for enrollment.

### Implementation details

Assessment Streams:		Group A	Group B	Group C	Group D
Phone-in / Online	No. of seat	1-10	11-50	51-100	Over 100
	No. assessment (per round) *	20	40	80	120
	No. assessment (six months)	60	120	240	360
Brick- & mortar (B&M)	No. of branch	1-2	3-6	7-9	Over 10
	No. of assessment (per round)*	6	12	18	24
	No. assessment (six month)	18	36	54	72
Assessment Report (bi-monthly)		3 reports			
HKCCA Award Presentation & Gala Dinner Seat		1 seat per entry			
Enrollment Fee (HKCCA Corporate Member)		HK\$25,800	HK\$33,800	HK\$54,800	HK\$66,800
Enrollment Fee (Non- corporate member)		HK\$29,800	HK\$37,800	HK\$58,800	HK\$69,800

\* 2 months per round

### Implementation Schedule

Award Introduction	<b>16 Jan 2026</b>
Deadline for Enrolment	<b>13 Feb 2026</b>
Deadline for FAQ submission	<b>27 Feb 2026</b>
Kick-off Seminar	<b>3 Mar 2026</b>
Assessment Period	<b>9 Mar – 21 Aug 2026</b>
Reporting of Performance	<b>4 May / 6 Jul / 13 Nov 2026</b>
**Result Announcement & Award Presentation	<b>6 Nov 2026</b>

**\*\*The final round result will be announced in the HKCCA Award Presentation 2026. The report will be circulated after the presentation.**

## Mystery Customer Assessment Award 2026 Application Form

Please “√” where appropriate			Assessment Stream (Please select “√”)							
Group	Corporate member	Non - member	Phone-in	Onsite	Online				B&M	Language
					Live chat	Email	WhatsAPP	Wechat		
<input type="checkbox"/> Group A	HK\$25,800	HK\$29,800								
<input type="checkbox"/> Group B	HK\$33,800	HK\$37,800								
<input type="checkbox"/> Group C	HK\$54,800	HK\$58,800								
<input type="checkbox"/> Group D	HK\$66,800	HK\$69,800								

### **Company information**

Company name: \_\_\_\_\_ Hotline / branch name (if any): \_\_\_\_\_

Contact person: \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Company address: \_\_\_\_\_

### **Payment details**

- To confirm your application, please send in the completed form with authorized signature and company chop.
- Invoices will be sent to participants upon receiving the application form for accounting process.
- Full payment must be settled 7 working days prior to the start of the assessment
  1. Payment by crossed cheque payable to: **Call Centre Association Limited**  
Please mail it to 20/F, Unit 1-5, Midas Plaza, 1 Tai Yau Street, San Po Kong, Kowloon, Hong Kong.
  2. Payment by direct deposit to HSBC bank account number: 004-518-270343-001  
Email the deposit receipt with invoice number to [secretariat@hkcca.com](mailto:secretariat@hkcca.com)

**Authorized by:**

\_\_\_\_\_

(Signature with company chop)

**Date:**