

顧客滿意度調查 Customer Satisfaction Survey

親愛的客戶：

大眾銀行(香港)有限公司(「本行」)其中一項承諾是卓越表現，無論任何時候，我們皆致力保持服務質素，提供優質產品及服務以全面照顧客戶的理財需要。

我們建構優質服務文化，向員工灌輸本行的企業價值觀，包括互相關顧、嚴守紀律、維護道德及提倡廉正、追求卓越、審慎而行和彼此信賴。我們確保員工不斷地實踐、內化及緊守各項政策、工作指引和專業操守，並以此為本行經營業務的準則。

為了推廣本行的優質服務文化，我們非常樂意聽取您的意見，以不斷改善和提升我們的服務。如您對本行的服務有任何意見，歡迎填寫本問卷調查，並透過以下途徑將問卷交回給我們：

1. 郵寄地址：
香港德輔道中120號
大眾銀行中心14/F
大眾銀行(香港)有限公司
培訓及發展部
2. 傳真: (852) 2815 7362
3. 電郵地址: training@publicbank.com.hk
4. 親自遞交本行

感謝您回應本問卷調查。

Dear Valued Customer,

At Public Bank (Hong Kong) Limited (the “Bank”), excellence is one of our commitments. We are committed to upholding our service excellence in our dealings with customers at every point of contact. We seek to deliver excellent products and services to all our customers to meet their financial needs.

We instill in our employees a service culture based on our Bank’s corporate values of Caring, Discipline, Ethics & Integrity, Excellence, Prudence and Trust. We ensure that our employees continuously practise, internalise and adhere to the various policies, guidelines and codes of conduct as guiding principles of how the Bank conducts its day-to-day business.

To promote our Bank’s service excellence culture, we would like to hear from you on your satisfaction through our survey for continuous service enhancement and improvements. You may complete this survey and return it to us through the following channels:

1. mail : Public Bank (Hong Kong) Limited
Training & Development Department
14/F, Public Bank Centre
120 Des Voeux Road Central
Hong Kong
2. fax : (852) 2815 7362
3. email : training@publicbank.com.hk
4. drop off at any of our branches

Your assistance in completing this survey is greatly appreciated.

請就以下各項給予1至5的評分。

1 = 需要改善; 5 = 十分滿意; N/A = 不適用

Please indicate your view by circling the number on a scale of 1 to 5 (where 1 = needs improvement, 5 = excellent and N/A = not applicable).

所評估的分行 Branch being assessed

追求符合本行企業價值觀的卓越服務 Upholding Corporate Values for Customer Service

了解您的需要

Understand your needs

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

解釋清楚以確保您明白

Explain clearly to ensure that you understand

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

主動向您提供有用的建議

Give useful suggestions to you proactively

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

因應您的情況，為您的利益設想

Consider your interests based on your situation

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

有效率地跟進及回應您的查詢

Respond to and follow up your enquiries in a timely manner

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

處理您的查詢或申請時展現關懷的態度

Show a caring attitude in handling your enquiry or application

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

提供可靠及有效率的服務

Provide reliable and efficient service

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

公正、公平及誠實地對待您

Treat you equitably, honestly and fairly

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

提供符合或超越您期望的優質服務

Provide quality service that meets or exceeds your expectation

5 4 3 2 1 N/A

十分滿意

Excellent

需要改善

Needs improvement

整體 Overall

如有需要，您會否再次使用本行的產品及服務？

Would you use our Bank's products and services again?

會 Yes

否 No

如您的家人朋友有需要銀行產品及服務，您會否向他們推薦本行？

Would you recommend our Bank to your family and friends if they need banking products and services?

會 Yes

否 No

其他（請註明） Others (Please specify)

您的資料只會作優化服務之用，並不涉及其他用途。如有需要，您可選擇以不記名方式對是次調查表達意見，惟我們可能無法與您聯絡及向您匯報跟進情況（如有）。

如有需要，我們可否就您所提供的意見聯絡您？

可以 () 不可以 ()

Your information provided is only used for improvements of our customer service quality and is not used for other purposes. Alternatively, you may choose to give your feedback on this survey anonymously. However, we may not be able to contact you to update any follow-up status of your feedback, if any.

In case of need, could our Bank contact you for further details regarding this survey?

Yes () No ()

聯絡資料 Your Contact Information

(此部分可選擇性填寫 This section is optional)

姓名 Name

賬戶號碼（如適用） Account No. (if applicable)

日間聯絡電話 Daytime Contact Phone No.

電郵地址 Email Address

日期 Date

多謝您的寶貴意見

Thank you for your valuable feedback

銀行專用 For Bank Use Only

收到日期 Department Receiving Date:
