
NEWS RELEASE

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For immediate release

Hysan Development Wins 2005 Best Practice Award in Customer Relationship Management

Hysan Development Company Limited (Hysan) was today named the winner of the 2005 Best Practice Award in Customer Relationship Management for its Satisfaction Management System (SMS) designed to measure tenants' satisfaction levels for ongoing service improvements. The awards were organised by Best Practice Management to recognise organisations across different industries for their best practices.

In 2004, Hysan, in collaboration with The University of Hong Kong, developed the SMS which involved conducting a main survey of all tenants every three years in the form of one-on-one interviews and an annual telephone opinion poll of randomly selected tenants.

Thirty-five Hysan Property Management staff, from frontline customer service representatives to Property Managers, were selected to form the main survey team, and underwent training through workshops and role-play to equip them with the skills and techniques necessary to conduct the one-on-one interviews with tenants.

Over 80% of the office, retail and residential tenants took part in the survey conducted between April and May 2004 which covered six customer services areas and two property management service areas central to gauging the customer satisfaction levels of the Company. The customer services areas included Public Area Services, Problem Handling Ability, Building Staff Performance, Security Staff Performance, Technical Staff Performance, Communication Channels, and the property management service areas included Facilities Provision and Site Factors. Following the interview process, a Quadrant Analysis was conducted to determine the key satisfaction service drivers against performance.

Findings indicated that the overall satisfaction level of tenants was 99 percent, of which 28 percent was very satisfied, 58 percent satisfied, 13 percent slightly satisfied and 1% slightly unsatisfied. No tenant had given a rating of unsatisfied or very unsatisfied.

On receiving the award, Mingo Sze-Ming Kwan, Asset Management Director of Hysan said, "Hysan places great emphasis on delivering the highest standards in service and property management as part of our on-going efforts to maintaining long-term partnerships with our tenants.

“We are very pleased with the results of the survey, and are indeed very honoured to have received recognition of our efforts,” Mr Kwan added.

Mr Kwan noted that the Group will not rest on its laurels but will continue to look for ways to further enhance its premium property services to achieve total customer satisfaction.

Specific service areas that need improvement have been identified through the survey, and a plan has been drawn up that will see Hysan providing more staff training, redesigning some work processes and offering additional services in tenanted areas. The annual telephone survey has already been conducted in May 2005, data of which is being analysed.

Today’s award presentation saw Hysan receiving the Best Practice Award for the third consecutive year. The Group was the winner of the 2003 Best Practice Award in Technology Deployment for its ServiceScan[®] service management system, and 2004 Best Practice Award in Corporate Governance.

Hysan is a leading property investment, management and development company in Hong Kong, with a major portfolio in high quality office, retail and residential properties. It is the largest commercial landlord in the prime office and retail Causeway Bay district.

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This press release and other corporate information can also be found at: www.hysan.com.hk or www.irasia.com/listco/hk/hysan/index.htm

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Photo caption:

Hysan Development Company Limited (Hysan) was named the winner of the 2005 Best Practice Award in Customer Relationship Management. Mingo Sze-Ming Kwan, Hysan's Asset Management Director (right) is pictured here receiving the award at the presentation ceremony held today (3 November).