

## **SmarTone’s Excellent Service Recognised by the Industry**

### **Sole Mobile Operator to Win Two Gold Awards in**

### **“2023 Service Talent Award” and “Top 10 Quality Trusted E-Shops”**

**(Hong Kong, 11 January 2024)** – SmarTone continues to demonstrate its exceptional customer services within the industry. Recently, its frontline team participated in “2023 Service Talent Award” organised by the Hong Kong Retail Management Association (HKRMA), often referred to as the "Oscars" of the retail industry. Two frontline colleagues, Ron Chiu and Joseph Leung, won the gold award in the “Telecommunications Category” in both the supervisory and junior frontline levels. SmarTone is the only telecommunications service provider to win two gold awards, acknowledging our “customer-centric” value and high-quality customer service. SmarTone Online Store also passed the comprehensive assessment of the HKRMA's "Quality E-Shop Recognition Scheme". Outshining over a hundred nominated online stores, it won the annual "Top 10 Quality Trusted E-Shops" award, showcasing our dedication to providing top-quality service to our customers.

As a leading telecommunications service provider in the industry, we firmly believe that combining a strong network with an excellent customer experience is key to delivering the best service experience to our customers. SmarTone understands the needs of customers and provides high-quality 5G network with the widest coverage in Hong Kong\*. We have set up a dedicated training team to ensure that our frontline team has professional knowledge and product information. At the same time, SmarTone regularly organises various trainings to strengthen the communication skills and bond of frontline staff, continuously improving the quality of service. SmarTone Online Store is also

dedicated to curating the latest electronic product lineups and continuously optimising the shopping and transaction processes to provide customers with a seamless and secure online shopping experience.

The Service Talent Award was Introduced by HKRMA in 1986 to commend the excellent services of retail brands and frontline staff, raising the competitiveness of Hong Kong's retail industry on a global scale. Its Quality E-Shop Recognition Scheme aims at giving recognition to e-shops in Hong Kong that can be trusted by consumers.

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**Remarks:**

\*"The Widest Coverage in HK" is based on results obtained from SmarTone's road test conducted on 21 July 2023. The route of the road test covers major roads including expressways, trunk roads, tunnels and bridges. 5G coverage is defined as spot with received 5G radio signal level not weaker than -95dBm.