

SmarTone Wins Multiple Awards from the Hong Kong Retail Management Association

Recognised for its Outstanding Customer Experience and Excellent Service

(Hong Kong, 21 January 2025) SmarTone has been awarded the "Outstanding Flagship Service Brand" at the "2024 Service Awards" organised by the Hong Kong Retail Management Association (HKRMA), affirming SmarTone's "Customer-Centric" philosophy and commitment to providing excellent customer service. SmarTone also received two annual awards, "Top 10 O2O Retail Brand Award" and "Top 10 Quality Trusted E-Shop Award," through HKRMA's "O2O Customer Experience Recognition Program" and "Quality E-shop Recognition Scheme," highlighting SmarTone's outstanding and seamless online and offline customer experience.

As a leading telecommunications provider, SmarTone has established itself as the Consumers' No.1 Best Preferred 5G Network*, with its commitment to delivering exceptional network experience, customer-centric products and services, a proactive approach to innovation and a profound understanding of customer needs. SmarTone has a dedicated training team that provides employees with the latest professional knowledge and enhances team communication and cooperation through diverse training programs, ensuring the delivery of personalised service experiences.

SmarTone continuously integrates and optimises online and offline shopping and transaction processes to ensure a safe and seamless shopping experience.

SmarTone was also the only telecommunications provider to be named among Hong Kong's top 10 brands in a report by the global independent data research and consulting firm Kantar.

Known as the "Oscars" of the retail industry, the HKRMA's "Service Awards" have been held since 1986 to honor outstanding retail brands and frontline employees, aiming to improve the overall retail service level in Hong Kong and enhance international competitiveness. The association's "Quality E-shop Recognition Scheme" and "O2O Customer Experience Recognition Program" aim to certify quality online stores and retail brands that provide seamless online and offline customer experiences.

###

Remark

* Based on results obtained from study conducted by market research company NuanceTree, as commissioned by SmarTone. 3,942 post-paid SIM card users were interviewed via online survey and street interviews between January and December 2022.