



## Report from the Board of Examiners – Special Award for SMEs 評審委員會報告 — 中小型企業特別獎



MAGIC CLEAN  
壹清潔

While founded as a company providing basic cleaning services to residential customers, today Magic Clean has transformed into a multi-disciplinary environmental service company serving predominately commercial clients. As a specialized cleaning service provider, Magic Clean attained ISO9001:2008 Quality Management System certification and ISO14001:2004 Environmental Management System certification by the United Kingdom Accreditation Service in 2012. Aside from general cleaning for offices, it also provides more technically demanding services such as Indoor Air Quality (IAQ), pest control and disinfection. Housekeeping service for hotels has also formed a substantial portion of Magic Clean's business. Despite being an SME, Magic Clean has invested substantially on an effective IT platform to control the quality of its business operations and manage customer feedback. It is their focus on customer satisfaction that has earned them positive recognitions and a long list of awards.

With a committed leadership and focused business vision, Magic Clean has shown strong business growth in the past five years since 2011, reaching new heights in revenue growth of double-digit in recent years. Supported by a stable workforce managed under a sophisticated human resources management (ERP) system tailored for its business, Magic Clean was able to provide reliable and good quality services guided by its "Professional, Efficient and Attentive" service values with the 4C service dimensions (Constancy, Conscience, Care and Confidence) to its clients, and accordingly, achieved a high 94% customer satisfaction, a 90% customer contract renewal rate and a 20% customer referral rate in 2015. This demonstrates the business has a systematic approach in management that is scalable and is supported by consistent emphasis on customer service by its senior leaders.

壹清潔成立初期，主要為住宅顧客提供基本清潔服務，時至今日，壹清潔已轉型為多元的環境服務公司，專門服務商業顧客。自2012年，壹清潔憑藉著專業的清潔服務，榮獲英國皇家認可委員會 (United Kingdom Accreditation Service) 頒發 ISO9001:2008 品質管理系統及 ISO14001:2004 環境管理系統認證。除一般辦公室清潔服務外，壹清潔亦提供較專業的服務，如淨化室內空氣質素 (IAQ)、滅蟲及消毒服務。酒店式清潔服務亦是壹清潔的主要業務之一。儘管壹清潔是一家中小型企業，卻毫不吝嗇地投資創建有效的資訊科技平台，監控服務質素，並跟進客戶意見。壹清潔致力滿足顧客需求，深受讚譽，並屢次獲獎。

壹清潔的主管們精益求精，業務前景明確，得以在過去五年大幅擴張，近年盈利錄得雙位數字增長，屢創高峯。壹清潔針對業務所需，設立全面的人力資源管理 (ERP) 系統，使其可保留人才，秉承一貫以「專業、效率及貼心」為服務核心，輔以「恆心 (Constancy)、良心 (Conscience)、關心 (Care)、信心 (Confidence)」的 4C 服務標準，為顧客提供可靠優質的服務。因此，於 2015 年，顧客對壹清潔的服務滿意程度達到 94%，續約率達 90%，轉介率達 20%，反映公司擁有規模龐大的系統化管理策略，而高級主管一直重視顧客服務，支持公司屢創佳績。





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As an SME, the leadership demonstrates extraordinary commitment to corporate responsibility. For example, Magic Clean provides pest control services to underprivileged communities free of charge. It also has a strong emphasis on environmental protection through primarily using eco-friendly products. Magic Clean has a comprehensive KPI system in place to ensure customer feedback is consistently being monitored. In conjunction with regular site visits by management, it forms the basis of evaluation of performance and ensures consistency in service delivery. Feedback from the staff with respect to customer is also taken to ensure a well-rounded assessment. Based on these analyses, varying degree of resources will be deployed for specific categories of customers in order to control cost. On handling incidents, a system is in place to determine the level of significance with various follow-up actions triggered based on its severity. Magic Clean also recognizes positive performance regularly at its annual company events. In the area of IAQ service, reports are generated before and after measurements to allow the customer to understand the value of the service carried out. Along with the offering of a certificate, it provides the necessary tool for the end-user to communicate with its stakeholder.

Participating in various external awards and recognition like the winning of 2015 Hong Kong Awards for Industries: Customer Service Certificates of Merit from the Hong Kong Retail Management Association, and the 2013 Excellent SME Award from the Hong Kong Institute of Human Resources Management, etc., it further supports the company's branding which would eventually benefit the company's business as a whole.

In general, the company demonstrates effective, systematic approaches and business strategies responsive to the overall requirements of the Baldrige Criteria, supporting its healthy and stable growth in the past few years and the near future.

壹清潔的主管盡顯作為中小型企業的社會責任。舉例來說，壹清潔為弱勢社羣提供免費滅蟲服務，並主要使用環保產品，強調環保。此外，壹清潔執行全面的關鍵績效指標(KPI)機制，確保可一直跟進顧客的意見。與此同時，管理層定期巡視現場，作為評估工作表現的基礎，並確保可貫徹提供優質服務。公司亦會接納僱員對顧客的意見，以確保評估全面，並根據這些分析所得結果，為特定類別的顧客分配各種資源，以控制成本。在處理突發事件時，壹清潔設有機制，可釐定嚴重性，並根據事件的程度顯示可進行的多項跟進措施。此外，壹清潔亦定期於公司周年活動表揚傑出的僱員。在IAQ服務方面，壹清潔會編製測量前後的報告，讓顧客可明白公司的服務物有所值，並頒授證書和提供所需工具，讓最終用戶能與持份者溝通。

壹清潔參與外界舉辦的不同獎項和認證，如榮獲「香港零售管理協會」頒授「2015香港工商業獎：顧客服務優異證書」和「香港人力資源管理學會」頒授「卓越人力資源獎2013卓越中小型企業獎」，進一步支持公司品牌建立更好形象，最終有利於公司的整體業務。

總括而言，公司的高效系統化方針和商業策略，符合「鮑德里奇國家質量獎」的標準，支持業務於過去數年以至未來均可穩步增長。

