



# 旅游及酒店体验项目 **HX** HOSPITALITY EXPERIENCE PROGRAM

不断提升顾客体验 **MAXIMISE GUEST EXPERIENCE**

共创卓越管理 **BE THE BENCHMARK**

**SGS**



# 概要 ABSTRACT

在当今世界，顾客可以用移动设备放大一个不那么完美的体验。在线评论提高了对旅游及酒店体验与服务承诺的要求。因此，确保酒店尽其所能达到更高水平客户满意度，比以往任何时候都重要。

In today's world, a guest's less than perfect experience can be magnified with a single mobile device. Online reviews have increased the demand for experience excellence and commitment. Therefore, it is more important than ever to ensure that your property is doing all that it can to achieve the highest level of satisfaction.

SGS旨在帮助酒店行业满足各种各样的需求，并为其在所遇到的众多问题时提供量身定制的解决方案：

SGS aims to help the hospitality industry to meet a variety of needs and provide solutions to many of the issues presented today:

## HX旅游及酒店体验 Hospitality Experience Program

- 风险 Risk
  - 食品安全 Food Safety
  - 用水安全 Water Safety
  - 建筑安全 Building Safety
  - 安保 Security
  - 网络安全 Cyber Security
  - 业务连续性 Business Continuity
- 可持续发展 Sustainability
  - 环境 Environment
  - 废物管理 Waste Management
- 节能 Energy Savings
- 企业社会责任 Corporate Social Responsibility
  - 员工福利 Employee Welfare
  - 社区参与 Community Involvement
  - 尊重多样性 Respect For Diversity
- 服务体验质量 Quality Of Service Experience
  - 特色一：专家神秘客 Feature 1: Professional Mystery Shopper
  - 特色二：服务认证 Feature 2: Service Certification

## 其他服务 Other Services

- 投诉管理 Complaint Management
- 培训体系搭建（企业大学） Training System Structure (Corporate University)
- 服务创新设计 Service Innovation Design



# HX旅游及酒店体验 HOSPITALITY EXPERIENCE PROGRAM

## 什么是SGS HX? WHAT IS SGS HX?

SGS旅游及酒店体验可以改善客户体验与品牌声誉——针对酒店业的综合管理审核解决方案。

Improve guest experience and brand reputation with HX from SGS – a comprehensive property management audit solution for the hospitality industry.

## HX项目包含四个独立模块

## HX PROGRAM CONSISTS OF FOUR SEPARATE MODULES



**风险:** 当今世界，风险降低是酒店业都关心的问题。

**RISK:** In today's world risk mitigation is the number one concern for the hospitality industry.

- 食品安全 Food Safety
- 用水安全 Water Safety
- 建筑安全 Building Safety
- 安保 Security
- 网络安全 Cyber Security
- 业务连续性 Business Continuity



**可持续发展:** 世界各地的酒店需要满足对环境的要求。

**SUSTAINABILITY:** Hotels around the world are now required to comply with environmental demands.

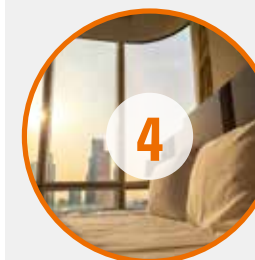
- 环境 Environment
- 废物管理 Waste Management
- 节能 Energy Savings



**企业社会责任:** 酒店业逐渐意识到自身在社区与环境中创造财富、就业、专业产品和服务方面所扮演的积极角色。

**CORPORATE SOCIAL RESPONSIBILITY:** The tourism industry is more aware of their active role generating wealth, employment, quality products and services within communities and environments.

- 员工福利 Employee Welfare
- 社区参与 Community Involvement
- 尊重多样性 Respect For Diversity



**服务体验质量:** 良好的顾客体验能够赢得顾客忠诚。

**QUALITY OF SERVICE EXPERIENCE:** Positive guest experience leads to customer loyalty.

- SGS的QX(体验质量)服务以普通顾客到访, 或以匿名神秘检查的形式执行。SGS' QX services are conducted as ordinary guest visits, or mystery inspections, without your property's knowledge.
- 良好的顾客体验 Positive Guest Experience
- 顾客忠诚 Guest Loyalty

# 三个级别的认证 THREE LEVELS OF CERTIFICATION ACHIEVEMENT



HOSPITALITY  
EXPERIENCE  
Silver  
www.sgs.com

白银: 得分在65%至84%之间



HOSPITALITY  
EXPERIENCE  
Gold  
www.sgs.com

黄金: 得分在85%至94%之间



HOSPITALITY  
EXPERIENCE  
Platinum  
www.sgs.com

铂金: 得分在95%或以上

HX认证证书模板  
HX CERTIFICATE TEMPLATES

## HX效益 BENEFITS OF HX



提高品牌声誉  
INCREASE IN BRAND REPUTATION



运营支持和指导  
OPERATIONAL SUPPORT AND GUIDANCE



从容应对  
PEACE OF MIND



节约成本  
COST SAVINGS



符合规范  
REGULATION COMFORMITY



市场资讯  
MARKET INTELLIGENCE





# 风险 RISK

## 风险管理的目的 OBJECTIVES OF RISK MANAGEMENT

- 对酒店的安全措施进行独立的评估。
- Provide an independently verified assessment of hotel's Safety practices.
- 它有助于确保管理层知道潜在的风险并采取适当的措施来减少风险。
- It helps ensure that management is aware of potential risks and takes appropriate measures to reduce them.
- 解答酒店经营者在安全方面的特殊审核计划的需要。
- Answer the needs for a particular auditing scheme about safety for Hoteliers.
- 可以向顾客、旅行社和保险公司提供保障，保证独立第三方监控主要安全问题——证实其尽职尽责。
- It can offer to customers, tour operators and insurers reassurance of independent third party monitoring on main safety aspects - demonstration of due diligence

## 风险涉及领域

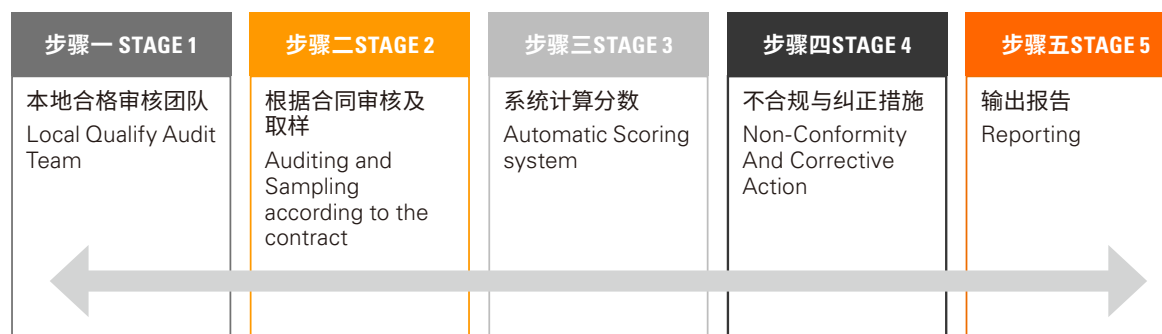
### RISK INVOLVES AREAS

- 食品安全：食品控制的实施提高了食品安全并带来其他显著效益，例如提升顾客信心，方便有关机构的检查。
- FOOD SAFETY: The implementation of food controls increases food safety and provide other significant benefits, such as increased guest confidence in your property and facilitation of inspections by authorities.
- 用水安全：监督您酒店的整个水循环。这些风险控制有助于减少军团菌的出现、水污染及控制用水（漏水）。
- WATER SAFETY: SGS supervises the whole cycle of water on your properties. These risk controls help reduce Legionella out breaks, water
- contamination and control water usage (leaks).
- 建筑安全：检查顾客及员工区域的消防安全、燃气安全和基础设施安全。
- BUILDING SAFETY: SGS inspects the fire safety, gas safety, infrastructure safety of guest and staff areas.
- 安保：有关管理并降低酒店财产和人员（包括员工和顾客）故意伤害的风险。
- SECURITY is about managing and minimizing the risks of deliberate harm to your property and people, including staff and guests.
- 网络安全：酒店已成为网络攻击的主要目标。为顾客提供一个安全的数字空间不仅是法律要求，还可提升品牌声誉。
- CYBER SECURITY: Hotels have become prime targets for

cyber-attacks. Being able to provide guests with a secure digital space is not only a legal requirement, but can improve your brand's overall reputation.

- 业务连续性：为控制和测量组织的总体连续性风险，以管理该组织的业务连续性中可能暴露的普遍风险。
- BUSINESS CONTINUITY: This module involves the commissioning and application of controls and measures to manage the general risks to which the business continuity of an organisation could be exposed.

## 风险模块的工作流程 PROCESS OF RISK MODULE



# 风险 RISK

## SGS在风险方面的特色 SGS'S FEATURES OF RISK

- 基于国际标准- HACCP /食品规范, FTO准则; 德国DRV标准, EEC-EWGLI规则, ISO 45001 (ISO标准)
- Based on International Standards -HACCP / Codex Alimentarius, FTO Guidelines; German DRV Standard, EEC-EWGLI Rules, OHSAS 18001 (ISO Standard)
- SGS认证的客户端——使用基于web的应用程序, 管理所有相关文档。
- SGS Certified Clients Portal web-based application to manage all related documentation.
- SGS移动审核设备和报告工具——基于web的应用程序, 跟踪和监控审核进展和发现。
- SGS Mobile Auditor Device and Reporting Tool web-based application to track and monitor audit progress and findings.

### 食品安全 - 审核区域 FOOD SAFETY - AREAS THAT MUST BE AUDITED

- 前台食品区域 Front Food areas
- 后台食品区域 Back Food areas
- 食品进出区域 Food In/Out areas
- 其他食品区域 Other Food areas
- 良好生产规范 Good manufacturing practices

### 建筑安全审核 BUILDING SAFETY AUDIT

- 一般区域 General Areas
- 儿童天地 Kid's Club
- 海滩&休闲 Beach & Leisure
- 消防安全 Fire Safety
- 燃料和能源 Fuel and Energy
- 实践 Practices

### 用水安全 - 审核区域 WATER SAFETY - AREAS THAT MUST BE AUDITED

- 游泳池 Swimming Pool
- 水疗池/温泉池 SPA Pool
- 设备管理 Facility Management

### 安保审核 SECURITY AUDIT

- 保留CCCTV记录 CCCTV recordings retained
- 处理可疑包裹、电话、邮件的政策 Policies in case of suspicious packages, calls, emails
- 应急计划 Emergency plans
- 外围(墙、栅栏) Perimeters (wall, fence)
- 门禁/进入限制 Restricted access
- 基础设施和客房的完整性 Infrastructure and guest room integrity

### 食品&用水安全 - 测试 FOOD & WATER SAFETY - TESTING

- 食品取样 Food samples
- 采样 Swabs
- 水质取样 Water sample
- 空气取样 Air sample

### 网络安全&业务连续性审核 CYBER SECURITY & BUSINESS CONTINUITY AUDIT

- 业务影响分析和风险评估 Business Impact Analysis & Risk Assessment
- 业务连续性策略及计划 Business Continuity Strategy & Plan
- 应急计划及恢复 Emergency Plan & Recovery
- 人力资源安全及资产管理 Human Resource Security & Asset Management
- 访问控制 Access Control
- 物理和环境安全 Physical and Environmental Security
- 防范恶意软件及备份 Protection from Malware & Back Up
- 操作软件控制 Control of Operational Software
- 供应商关系及管理 Supplier Relationships & Management



# 可持续发展 SUSTAINABILITY

## 可持续发展的效益 BENEFITS OF SUSTAINABILITY

- 将品牌定位为具有社会责任的品牌
- Position brand as socially responsible
- 令品牌在竞争中脱颖而出
- Distinguish brand from competitors
- 减少运营成本
- Decrease operational costs
- 降低对环境的破坏
- Reduce environmental damage
- 优化资源与废物管理
- Optimize management of resources and waste
- 将突发事件的风险有效降低
- Minimize the risks associated with accidental events

## 可持续发展是什么？

### WHAT IS SUSTAINABILITY?

- 此模块的实施将证明您对环境的承诺，并可尽量减少对环境的影响，促进对资源的有效管理。令可持续发展承诺成为竞争差异化的影响因素。
- The implementation of this module will prove your commitment to the environment, while minimizing impact and promoting the best management of resources. Make sustainability commitment a factor of competitive differentiation.
- 世界各地的酒店需要不断满足政府、竞争者和顾客对环境越来越多的需求。因此，将环境整合到酒店整体管理中就显得至关重要。
- Hotels around the world are increasingly required to comply with a growing number of environmental demands imposed by government, competitors and guests. For this reason, integrate the environment in the overall management of a property are essential.
- 贵组织将有机会减少废物管理成本和保险费用，消除新客户对可持续发展问题的意识障碍，降低诉讼和制裁风险、有更大机会获得资助及其他优惠融资，及降低职业风险，从而激励员工。
- Your organization will have the opportunity to reduce the costs of waste management and insurance premiums, to eliminate barriers to new clients sensible with the sustainability issues, to reduce the risk of litigation and sanctions, to have greater access to grants and other preferential financing and to reduce occupational risks, thus motivating staff.

## SGS的优势

### SGS'S SUPERIORITY

- 在酒店评审服务领域有丰富的经验
- Rich experience in the field of hotel audit service
- 在绿色及可持续发展领域拥有符合资质的专家团队 (IRCA & IEMA认可，开展GRI, SA8000等审核)
- Have qualified expert teams in the field of green and sustainable development (approved by IRCA & IEMA, carry out GRI, SA8000 and other audits)
- 国际可持续发展旅游委员会的会员
- Member of GSTC (Global Sustainable Tourism Council)



# 可持续发展 SUSTAINABILITY

## 相关认证 RELATED CERTIFICATION

- 能源管理体系 ISO 50001
- 环境管理体系 ISO 14001
- 地球评测认证 Earthcheck
- GreenKey

## 一般检查范围 GENERAL AREAS TO CHECK

- 政策
- POLICY

- 法律要求
- LEGAL REQUIREMENTS

- 暖通空调系统
- HVAC SYSTEM

- 用水与消耗
- WATER USE AND CONSUMPTION

- 排放物
- EMISSIONS

- 沟通
- COMMUNICATION

- 宗旨
- OBJECTIVES

- 环境管理
- ENVIRONMENTAL MANAGEMENT

- 照明
- LIGHTING

- 其他自然资源的使用与消耗
- USE AND CONSUMPTION OF OTHER NATURAL RESOURCES

- 不合规与纠正措施
- NC & CORRECTIVE ACTION

- 责任与职能
- RESPONSABILITIES AND FUNCTIONS

- 能源使用和消耗
- USE AND CONSUMPTION OF ENERGY

- 设备
- EQUIPMENT

- 废弃物
- WASTE

- 供应商
- SUPPLIERS

- 风险
- RISK



# 企业社会责任 CORPORATE SOCIAL RESPONSIBILITY

## 企业社会责任的效益 BENEFITS OF CSR

- 提升整体管理水平 Improvement in overall management
- 社会责任 Social responsibility
- 良好的治理 Good governance
- 合规与透明 Compliance and transparency
- 致力于降低风险 Commitment to risk reduction

## 企业社会责任是什么？

### WHAT IS CSR?

- 在竞争日益激烈的全球化世界，旅游业逐渐意识到自身在所运营社区与环境中创造财富、就业、专业产品和服务方面所扮演的积极角色。
- In an increasingly competitive and globalized world, the tourism industry is more aware of their active role generating wealth, employment, quality products and services in the communities and environments in which they operate.
- 企业及其他类型组织能够且必须通过领导人致力于建立诚信、透明、诚实、合规的文化，来促进可持续发展。
- Companies and other types of organizations can and must contribute to sustainable development via their leaders' decided commitment to establishing a culture of integrity, transparency, honesty and compliance.
- SGS企业社会责任模块设计用于指导您实现社会责任的较高水平，并不断提高品牌声誉。
- SGS' CSR module is designed to guide you through the process of achieving optimal levels of social responsibility, ultimately maximizing your brand's reputation.

## SGS的优势

### SGS'S SUPERIORITY

- SGS的审核专家接受各种标准以及国际协议的培训。
- SGS's audit professionals are trained in various standard and international agreements.
- 所有的审核人员都具有丰富的审核经验以及行业知识。
- All auditors have rich experience in auditing and industry knowledge.
- SGS的报告体现了全新的国际思维 and 良好实践，对任何组织均适用。
- SGS's report reflects the latest international thinking and good practice, applicable to any organization.

## 相关认证

### RELATED CERTIFICATION

- 社会责任实施指南 ISO 26000
- 社会责任标准 SA 8000
- 道德贸易联盟 (ETI) 及国际劳工组织 (ILO) 规范/准则  
Norms/standards accepted by ETI & ILO

## 一般检查范围 GENERAL AREAS TO CHECK

一般 GENERAL	劳工 LABOUR	人权 HUMAN RIGHTS	反腐败 ANTICORRUPTION
供应商 SUPPLIERS	客户 CUSTOMERS	当地社区 LOCAL COMMUNITY	社会 SOCIETY

# 服务体验质量 QUALITY OF SERVICE EXPERIENCE

- 无论您的酒店规模是大是小，是独立经营还是品牌连锁，SGS的专业检验员都能帮助您确保对您提供的顾客体验负责。他们将对您的酒店进行彻底审查，随后与专家合作，制定相关的基准，并为您的团队提供有意义的行动计划。SGS也将提供全系统的品牌合规程序和软件，以升级酒店内部检查项目。
- If you are a large or small property, independent or branded, SGS' professional inspectors can help you ensure accountability for the guest experience that you provide. Our professional inspectors will conduct a thorough review of

your property and then work with dedicated specialists to set relevant benchmarks, and provide meaningful action plans for your team. SGS also provides system-wide brand compliance programs and software to upgrade internal

- SGS的QX(体验质量)服务以普通顾客到访，或以匿名神秘检查的形式执行。我们的审核由酒店业专家执行，将对每处细节进行考量，并做出公正评估。
- SGS' QX services are conducted as ordinary guest visits, or mystery inspections, without your property's knowledge. Our audits are carried out by

hospitality experts, who will pay attention to every detail and make an impartial assessment of their experience.

- 定期的神秘检查是监测顾客服务质量较有效的手段。此外，考虑到任何顾客都可能是一位检验员，您的员工就受到间接性的激励，在任何时候都能提供更高水平的服务。
- Frequent mystery inspections are the most effective method of monitoring the quality of guest services. Moreover, considering that any guest could potentially be an inspector, your staff is indirectly motivated to provide increased levels of service at any given time.

## 特色一：专家神秘客

### FEATURE 1: PROFESSIONAL MYSTERY SHOPPER

- 帮助服务策略制订者进一步提升酒店的服务标准。
- Help service policy makers to further improve hotel service standards.
- 帮助您的酒店改良并提升神秘顾客的审核价值。
- Help your hotel improve and enhance the value of the mystery shopper.
- 帮助您将酒店打造成行业标杆。
- Help to make your hotel to be an industry benchmark.

### 专家神秘客的检查流程

#### PROCESS OF PROFESSIONAL MYSTERY SHOPPER





# 服务体验质量 QUALITY OF SERVICE EXPERIENCE

## 什么是服务认证? WHAT IS SERVICE CERTIFICATION?

- 服务认证是一个盛行于早年即已十分重视消费者需求的欧美国家的认证系统，是全球唯一获得国际认可的服务业专用的国际验证制度。
- Service certification is a certification system in European and American countries that have paid great attention to consumer demand in the early years. It is the only globally recognized international certification system for the service industry.
- 服务认证通过细节化的管理优化客户的服务体验，帮助企业打造成业内的服务标杆，保证您的客户关心的服务品质已被纳入您的服务标准。
- Service certification apply detailed management to optimize customer service experience. Help enterprises to become service benchmarks in the industry, and ensure that the quality of service your customers are most concerned has been incorporated into your service standards.

## 导入服务认证的好处

### BENEFITS OF IMPORTING SERVICE CERTIFICATION

#### 对外 External

- 具有国际性的证书，代表具国际级的竞争力
- International certification represents international competitiveness
- 是认监委认可的、国家认证的证书，更具权威性
- Recognized by the CNCA, a national certification, which means more authoritative
- 展现良好且正面的企业形象，增强品牌影响力
- Show good and positive corporate image & enhance brand influence

- 可制作牌匾，与SGS联合进行事件营销及市场宣传

- Can make a plaque, and jointly launch event marketing and marketing with SGS

#### 对内 Internal

- 以较少的时间和金钱投入，实现提升服务品质的更高产出
- Achieve the maximum output of improving service quality with less time and money input
- 重新梳理SOP文件，确保服务标准符合认证要求
- Review SOP files to ensure service standards meet certification requirements

- 经第三方以严谨的查核方式，确保服务输出达到预期结果，向管理层展示工作成效
- Ensure that the service output achieves the desired results through rigorous third-party verification, and demonstrate performance to management
- 定期的追踪，可以让员工受到间接性的激励，在任何时候都能提供更高水平的服务
- Regular tracking enables employees to be indirectly motivated and provide a higher level of service at all time

## 服务认证的步骤 PROCESS OF SERVICE CERTIFICATION



# ISO 10002 客户投诉指引 CUSTOMER SATISFACTION COMPLAINTS HANDLING



借助有效的投诉管理，您可以将不满意的客户转变为积极的业务机会。满意的客户是您的品牌大使。

You can turn unhappy customers into positive business opportunities with effective complaints management. Satisfied customers are your best ambassadors.

## 为什么要进行ISO 10002?

### WHY ISO 10002?

- 不满意的客户会将他们的体验告诉朋友和同事，影响您的商誉，但您通常对此一无所知。使用 ISO 10002 实施投诉处理流程后，它可帮助您将不满意的客户转变为满意的客户，使用他们提供的信息改善未来客户的体验。
- An unhappy customer will tell friends and colleagues about their experiences, damaging your reputation and often you know nothing about it. Implementing a complaints handling process using ISO 10002 will help you turn unhappy customers into satisfied ones and use their input to improve the experience of future customers.
- 您的客户服务流程应便于客户提起投诉，解决出现的任何问题。投诉管理并非要减少投诉量，而是采集它们生成的信息，将其转变为改进的机会。
- Your customer service processes need to make it simple for your customers to communicate complaints and resolve any issues arising. Complaint management is not about reducing the number of complaints, but taking the information they generate and turning it into an opportunity for improvement.
- 智能的投诉管理将帮助您提高客户服务标准，提供有效的投诉处理系统，使您从竞争中脱颖而出。SGS 根据 ISO 10002 质量管理进行审核：客户满意度说明您的组织关心客户反馈，有效接收、管理和解决客户投诉。
- Smart complaint management will help you to improve customer service standards and deliver an effective complaint handling system to differentiate you from your competitors. Auditing by SGS against ISO 10002 Quality Management: Customer Satisfaction demonstrates that your organization cares about customer feedback and receives, manages and resolves customer complaints effectively.

## ISO 10002 认证将为您的组织提供可靠的高质量投诉管理体系，包括以下特征：

Certification against ISO 10002 will provide your organization with a high quality and reliable complaint management system, including the following characteristics:

- |                  |                             |
|------------------|-----------------------------|
| • 可见性            | • 机密性                       |
| • Visibility     | • Confidentiality           |
| • 可获取性           | • 客户至上方法                    |
| • Accessibility  | • Customer-focused approach |
| • 响应能力           | • 责任制                       |
| • Responsiveness | • Accountability            |
| • 客观性            | • 持续改进                      |
| • Objectivity    | • Continual improvement     |

我们能够按照 ISO 10002 的要求对您的管理体系实施差距评估或带您通过整个认证流程。

We can either conduct a gap assessment of your management system against the requirements of ISO 10002 or take you through the full certification process.



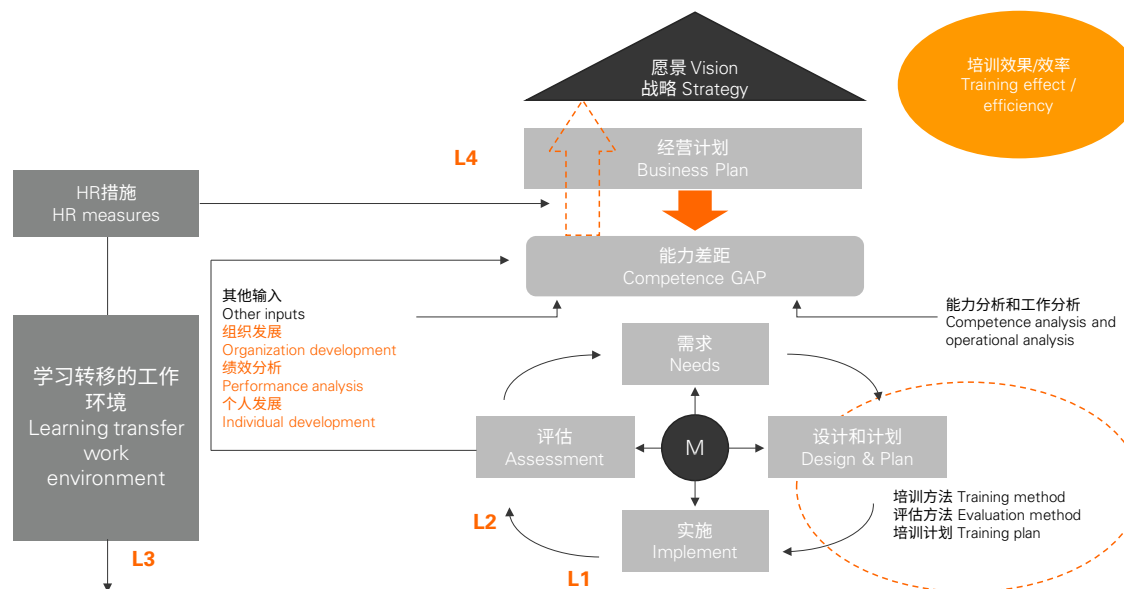
# 培训系统搭建 TRAINING SYSTEM CONSTRUCTION

## 为什么要进行培训系统搭建? WHY TRAINING SYSTEM CONSTRUCTION?

- 随着时代变迁, 传统将员工视为成本的概念日渐式微, 取而代之是将员工视为公司资产, 以一种积极的观点来看待员工, 强调员工知识、技能、态度, 人力资本的概念因而产生。
- As time changes, the traditional concept of employees as cost is declining. Instead, the concepts of considering employees as corporate assets, looking at employees in a positive way, emphasizing on employee knowledge, skills, attitudes, and human capital are thereby generating.
- 业务导向的人才发展体系的搭建是组织人才发展的基础与核心。在员工发展的不同阶段, 需要匹配不同的能力发展培养方案。
- The establishment of a business-oriented talent development system is the foundation and core of organizational talent development. At different stages of employee development, it is necessary to match different development training programs.

## 培训系统搭建的战略性意义

### STRATEGIC SIGNIFICANCE OF THE TRAINING SYSTEM CONSTRUCTION



## 培训系统搭建的工作流程

### PROCESS OF TRAINING SYSTEM CONSTRUCTION



# 服务创新设计 SERVICE INNOVATION DESIGN

## 服务创新工作坊将为您带来： SERVICE INNOVATION DESIGN CAN BRING YOU:

- 在现有的品牌定位上构思新服务，增值现有服务
- To add value to existing services by co-creating services tailored for client's brands
- 引入心理学的“向性”来引导服务的发展方向，为服务发展的科学化提供有力的理论支持
- Corporations create sustainable competitive advantages in customer service by having clear directions sustained by scientific theories
- 一个集思广益的服务创新机会：有关客户服务的部门和团队一起参与(甚至可邀请顾客)
- Service innovation involves different parties and stakeholders (even customers) to ensure a co-creation with inputs from different perspectives
- 推动服务创新文化。
- To promote service innovation culture

在市场竞争日益激烈的今天，服务产品缺乏差异性，顾客对传统服务模式早已习以为常，要突破瓶颈难上加难，由此，酒店管理者每天都在为以下问题困扰着：

In today's increasingly fierce market competition, service products are lack of differentiation. Customers are accustomed to the traditional service mode, and it is extremely difficult to break the bottleneck. Therefore, hotel managers are troubled by the following problems every day.

- 服务已经做得不错了，下一步还能做什么？
- Service has been done well. What to do next?
- 我们的服务与竞争对手到底有什么区别？
- What's the difference between our service and our competitors?
- 新服务创造出来后，很快给竞争对手复制了。
- New services were created but quickly replicated by competitors.
- 服务很难持续创新，如果仅依靠少数的几位发明家的灵感创作新服务，已远远不够。
- Services are hard to innovate on a continuous basis, and it's not enough to rely on the inspiration of a few inventors to create new services.
- 创造的新服务如何切实落地，增加感性价值和顾客体验？
- How can the new service be truly implemented to increase perceptual value and customer experience?

### 服务设计工作坊纲要

#### TYPICAL RUNDOWN OF SERVICE CO-CREATION WORKSHOP

- 认识服务创新和顾客体验
- Understand service innovation and customer experience
- 服务创新案例
- Service innovation cases
- 服务全解码：研究SGS顾客体验提升的“SERVICE deCODE”模型
- 'SERVICE deCODE': research into SGS's customer experience improvement model
- 服务向性：了解八个基本服务向性和相关特色，解构服务对顾客在情感上的影响
- Service orientation: understand the 8 basic service orientation and related features, and deconstruct the emotional impact of service on customers
- 服务设计创新工作坊 (模拟案例)
- Service design innovation workshop (simulation case)
- 服务创新成果实行策略
- Implementation strategy for service innovation results



# 为何选择SGS? WHY SGS?

SGS 是国际公认的检验、鉴定、测试和认证机构。我们是全球公认的质量和诚信基准。97,000多名员工在全球运作2,600多个分支机构和实验室。

SGS is the world's leading inspection, verification, testing and certification company. We are recognised as the global benchmark for quality and integrity. With more than 97,000 employees, we operate a network of more than 2,600 offices and laboratories around the world.

## 我们的核心服务可分为以下四类

### OUR CORE SERVICES CAN BE DIVIDED INTO FOUR CATEGORIES

- 检验: 我们提供国际公认的全方位检测和验证服务。
- INSPECTION: our comprehensive range of world-leading inspection and verification services.
- 测试: 我们拥有全球测试设施网络。
- TESTING: our global network of testing facilities.
- 认证: 通过认证, 我们能向您证明您的产品、流程、系统或服务是否符合标准及规范。
- CERTIFICATION: we enable you to demonstrate that your products, processes, systems or services are compliant with standards and regulations.
- 鉴定: 我们确保产品与服务遵守全球标准与当地法规。
- VERIFICATION: we ensure that products and services comply with global standards and local regulations.

## HX适合您么? IS HX FOR YOU?

无论您代表一家酒店、旅行社, 还是旅游业中的其他公司, 对与您交互的休闲、商务或专业旅行者, 都必须增强与优越性能、标准和质量相关的信息沟通。

Whether you represent a hotel, tour operator or one of the many other companies within the tourism sector, the interactions you have with leisure, business or millennium travellers must reinforce the message of excellence in performance, standards and quality.

您的酒店是否提供了良好的顾客体验?  
DOES YOUR HOTEL PROVIDE  
A BEST-IN-CLASS GUEST  
EXPERIENCE?

HX项目旨在帮助酒店行业满足各种各样的需求, 并为其在所遇到的众多问题时提供量身定制的解决方案。

HX has been designed specifically for the hospitality industry to meet

a variety of needs and provide solutions to many of the issues you face today.

SGS旅游及酒店体验专为酒店业量身定制, 提供令人难忘的顾客体验, 并达到更高水平客户满意度。

The SGS Hospitality eXperience has been designed specifically for the hospitality industry to deliver unforgettable guest experience and achieve the highest level of satisfaction.

## SGS增值服务 ADDITIONAL SGS SERVICES

我们致力于向您提供一站式的综合解决方案, 以推行、展示及改善旅游及酒店体验。

We focus on providing you with comprehensive, integrated solutions for implementing, demonstrating and improving on a best-in-class hospitality experience.

我们为您的酒店提供融合不同方法论, 如业绩评估、认证、测试和培训的整体解决方案。

We combine different methodologies, such as performance assessments, certification, testing, and training into a holistic solution for your property.

其他酒店业感兴趣的服务包括:

Other services of interest for the hospitality industry include:

- 培训
- Training
- 国际管理体系认证
- International Management Systems Certifications
- 咨询服务/ 尽职调查
- Consultancy Services / Due Diligences
- 强制性检验与测试
- Compulsory Inspections and Testing

## TO LEARN MORE ABOUT HX PLEASE CONTACT US VIA:



[www.sgs.com/  
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**WHEN YOU NEED TO BE SURE**

**SGS**