

相互理解

客戶需要

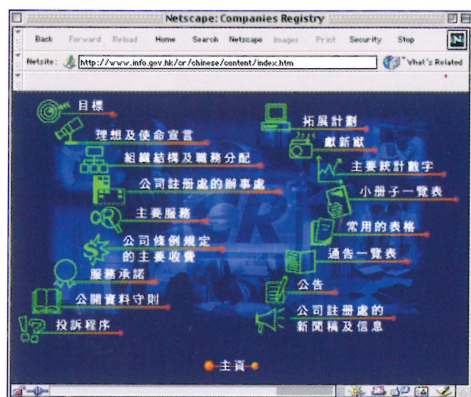
本處十分重視客戶對本處服務的意見，並通過不同的途徑，瞭解客戶的需要。本處定期造訪各主要客戶，收集他們的意見。就現有服務、建議措施及新政策的安排，本處亦會與公司註冊處客戶聯絡小組的成員闡明有關情況，交換意見。客戶聯絡小組的成員包括香港公司秘書公會、香港銀行公會、香港律師會及香港會計師公會的代表，以及一些主要的客戶。該聯絡小組在一九九八至九九年度共開會四次。

一九九八年五月進行的一年一度獨立的客戶服務調查，亦有助本處找出須要改善的地方。就調查結果和員工提出的其他建議，本處於年內實行的改善措施包括以下各項 —

- 引進電腦終端機屏幕打印服務，編印就客戶查閱公司名稱索引及文件索引時所列出的資料；
- 根據《公司條例》第 21 條規定所提出的申請的處理程序已予簡化，辦理申請所需時間大為縮短；
- 為確保本處電腦系統內有一套完整的公司名稱紀錄，本處完成了一項特別工作，追溯那些在數年前設置現有電腦系統時，未有輸入該系統內大約六萬個屬於一九八八年前舊有及已解散的公司的名稱。超過百分之九十五的個案資料已在一九九八至九九年度被輸入該系統，供公眾使用；及
- 計劃進一步擴充資料庫，加入清盤公司的清盤人詳情。

互通途徑

為了增進與客戶的溝通，本處於一九九八年七月在互聯網上加設中文版網頁。客戶經常利用本處的網頁取得最新資料及下載指明表格。平均來說，瀏覽本處網頁的人數現已增至每月大約三千五百人次。



本處已設置中文網頁
Our Chinese home page is available also
<http://www.info.gov.hk/cr/>

MUTUAL UNDERSTANDING

CUSTOMERS' NEEDS

The Registry always values the comments received about its services and tries to ascertain the needs of the customers through various means. Regular visits are paid to the Registry's major customers to collect opinions. Comments on and clarification of existing services, proposed activities and new policies are exchanged with members of the Companies Registry Customer Liaison Group (CRCLG) which comprises representatives of the Hong Kong Institute of Company Secretaries, the Hong Kong Association of Banks, the Law Society of Hong Kong and the Hong Kong Society of Accountants, and some principal customers. Four meetings of the CRCLG were held in 1998-99.

The annual independent customer survey, which was conducted in May 1998, also helped to identify some areas that needed improvement. Together with staff's other initiatives, the following improvements have been implemented during the year —

- a computer terminal screen-print service has been introduced for information retrieved during company name and document index search;
- the procedures for processing applications under section 21 of the Companies Ordinance have been streamlined and simplified so that the processing time required for such applications has been much shortened;
- in order to maintain a complete record of company names in the Registry's computer system, a special exercise was conducted to trace the pre - 1988 old and dissolved company names (about 60,000) which were not included in the current computer system when it was implemented several years ago. Over 95% of the cases have already been converted and released for use during 1998-99; and
- a plan to expand the database further to include liquidators' particulars in respect of companies in liquidation.

COMMUNICATION CHANNELS

With a view to improving communications with its customers, the Registry launched the Chinese version of its home page on the Internet in July 1998. The Registry's home page is used frequently by customers to obtain updated information

為提供更佳的電話查詢服務，本處在一九九八年十一月裝設了互動電話查詢熱線。這是一個自動電話查詢系統，為公眾提供全日二十四小時服務。致電查詢的人士可選擇以不同語言，即廣東話、英語或普通話收聽預錄的傳言，瞭解本處所提供的各項服務、申請程序及一般資料。他們亦可以傳真方式索取某些資料，或在辦公時間內選擇與本處職員通話。自該查詢熱線推出後，平均每月有二千五百人次使用該熱線及三百八十次以傳真索取資料。本處會不時把一些特別訊息加進系統內，提醒客戶有關本處所定的新程序及政策。

本處現有十四款資料小冊子，內容涵蓋各項服務，例如成立公司、遞交文件規定及公司查冊設施等等。其中兩款內容有關購買指明表格及新推出的

電話查詢熱線的小冊子是在一九九八至九九年度新增的。此外，本處亦會視乎情況而進一步修改現有小冊子的內容。該等小冊子能有效地幫助客戶明瞭本處所提供的服務。

一九九八年十月，本處製作了一輯十分鐘的宣傳影帶，介紹本處的組織架構、運作情況、所提供的服務及發展計劃。本處會播放該影帶予客戶及訪客收看，讓他們可在短時間內對本部門作一整體認識。

本處在一九九九年二月參加了中小型企業展覽會。該展覽會旨在推廣各政府部門、支援機構、高等教育機構及工貿組織為這些企業提供的支援服務及設施。除了設立櫃檯，答覆市民對本處服務的查詢，並示範如何查閱互聯網上的公司名稱索引和文件索引，以及本處網址上的運作資料外，本處亦派發了逾一千八百份資料小冊子及表格給訪客。



在中小型企業展覽會內解答查詢
Answering enquiries in the Small & Medium Enterprises Exhibition

本處在去年亦經常安排接待訪問本處的本地機構。在造訪期間的意見及經驗交流對改善本處的服務及增進彼此間的瞭解，非常有用。

and download the specified forms. The number of viewers has now grown to an average of about 3,500 per month.

In order to provide a better telephone enquiry service, the Registry installed an interactive Companies Registry Enquiry Hotline in November 1998. This is an automated telephone enquiry system which provides a 24 hours service to the public. Callers may choose to listen to the pre-recorded messages concerning various kinds of services, application procedures and general information about the Registry in three different languages, namely Cantonese, English and Putonghua. They may also request certain information by fax or choose to speak to the operators during office hours. Since implementation, a monthly average of 2,500 calls and 380 fax requests have been received. Special messages will be added by the Registry to draw

the attention of customers to new arrangements and policies.

The Registry now has 14 information pamphlets covering various services such as company formation, filing requirements, company search facilities, etc. Two of these pamphlets regarding the purchase of specified forms and the new enquiry hotline were added during 1998-99. In addition, the Registry has also further

improved the contents of existing pamphlets wherever appropriate. The pamphlets are regarded as a useful means of helping our customers understand the services that are available to them.

In October 1998, the Registry produced a 10-minute promotional video introducing the department's organizational structure, operations, services provided and development plan. Those customers and visitors to the Registry who need to have an overall understanding of the department within a short period of time will be shown the video.

The Registry participated in the Small and Medium Enterprises Exhibition in February 1999. The exhibition aimed to promote the services and facilities provided to those enterprises by various government departments, support organizations, higher education institutions, and industrial and trade



本處新設的電話諮詢熱線 2234 9933
The new enquiry hotline



客戶在使用本處的資料小冊子
Customer making use of our information pamphlets

國際聯繫

本處除了接待到訪的本地機構外，亦定期與其他司法管轄區保持聯繫。此舉可讓本處客觀地評核自己訂定的服務標準及表現，及與其他國家分享他們提供及發展服務方面的經驗。

年內共有十一批港外訪客訪問本處，計有來自內地的一個政府部門及四個專業機構，以及來自美國、新西蘭、泰國、日本、薩摩亞和南非的六個政府部門。

一九九九年二月，本處的策略性改革計劃研究組造訪英國的公司註冊處，以求更瞭解其運作及在電子存檔方面的最新發展情況，從而有助該組草擬本處的策略性改革計劃。



出席國際公司秘書會議研討公司管治問題的部分海外講者和與會人士參觀本處
Visit by some of the overseas speakers and participants in the International Company Secretaries Conference on Corporate Governance

一九九八年十一月，香港公司秘書公會經本處及特許秘書與行政人員公會共同協力下，在香港舉辦了一個有關公司管治的國際公司秘書會議。主旨發言的講者及其他在全體會議上的演講者都是來自世界各地公司管治方面的權威人士，包括有學者、商人、執業人士及監管人等。整體而言，該會議在籌辦、專業內容及公共關係方面均十分成功。本處設置的專櫃亦引起與會人士對本處服務的興趣。



經中華人民共和國國務院港澳事務辦公室港澳研究所主辦的培訓計劃的學員訪問本處
Visit by participants in a training programme organized by the PRC State Council's Office of Hong Kong and Macao Affairs Research Institute

organizations. Apart from replying to counter enquiries about the Registry's services and giving demonstrations regarding the search of company names and document indices on the Internet and the search of operational information in the Registry's website, over 1,800 information pamphlets and forms were distributed to visitors.

Frequent visits from local institutions were also organized by the Registry throughout the past year. The ideas and experiences exchanged during these visits are very useful in improving our services and enhancing mutual understanding.

INTERNATIONAL LIAISON

Apart from receiving local visits, regular contacts with other jurisdictions are also maintained. This enables the Registry to objectively assess its standards and performance, and share experiences regarding the provision and development of services in other countries.

During the year, the Registry was visited by 11 groups of visitors from outside Hong Kong, including one government department and four professional institutions from the Mainland, and six government departments from foreign countries, namely the USA, New Zealand, Thailand, Japan, Samoa and South Africa.

In February 1999, the Registry's Strategic Change Plan Study Team visited Companies House in the United Kingdom in order to obtain a better understanding of its operations and the latest developments in electronic filing to assist in the drafting of the department's Strategic Change Plan.

In November 1998, in cooperation with the Companies Registry and the Institute of Chartered Secretaries & Administrators, the Hong Kong Institute of Company Secretaries organized the International Company Secretaries Conference on Corporate Governance in Hong Kong. The key note and plenary session speakers came from all round the world and are leading figures in the field of corporate governance in their capacities as academics, businessmen, practitioners and regulators. Overall, the Conference was a notable success in terms of organization, professional content and public relations. The stall managed by the Registry aroused a general interest in our services.