



### 客戶需要

我們致力為客戶提供有效率和具成本效益的服務。本處十分重視客戶對本處服務的意見，並且盡量了解他們的需要。本處定期造訪各主要客戶，收集他們的意見，亦透過「公司註冊處客戶聯絡小組」，定期接觸客戶。該聯絡小組的成員包括香港公司秘書公會、香港銀行公會、香港律師會與香港會計師公會的代表，以及一些主要客戶。年內，該聯絡小組共開會四次，就本處現有及正考慮提供的服務交換意見。二零零一年五月，本處進行了每年一次的獨立客戶服務調查，藉以找出需要進一步改善的地方。

在二零零一至零二年度，本處推行下列各項改善服務措施：—

- 辦理新海外公司註冊的標準處理時間由 29 個工作天縮短至 25 個工作天。
- 辦理公司撤銷註冊（發出批准書）的標準處理時間由 7 個工作天縮短至 5 個工作天。
- 為本地和海外公司辦理文件登記（包括更新本處的資料庫）的標準處理時間由 9 個工作天縮短至 8 個工作天。
- 改善互動音頻電話查詢系統，回答更多電話查詢及圖文傳真要求。
- 為「公司註冊處聯線公眾查冊系統」增添服務，包括由專遞人員送交縮微膠片給客戶。
- 所有有效的「公司註冊處對外通告」的內容均可從本處網頁下載。
- 延長收款時間與查冊時間，以提供最佳的服務。

### Customers' Needs

We are committed to providing our customers with efficient and cost-effective services. The Registry always values the comments received about its services and tries to ascertain the needs of the department's customers. We pay regular visits to our major customers to collect views and opinions. Regular contact with our customers is also achieved through the Companies Registry Customer Liaison Group 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. The Group met four times during the year and is a useful vehicle for exchanging ideas and views on the Registry's existing and proposed activities. In May 2001, we conducted an annual independent customer survey to identify areas for further improvement.

During 2001-02, we achieved the following service improvements: —

- The standard time for registration of new overseas companies was shortened from 29 working days to 25 working days.
- The standard time for deregistration of companies (issue of approval letter) was shortened from 7 working days to 5 working days.
- The standard time for registration of general documents for local and overseas companies (including updating the Registry's database) was shortened from 9 working days to 8 working days.
- The Interactive Voice Response System has been enhanced to entertain more calls and fax requests.
- New enhanced features were added to the Companies Registry On-line Public Search System including a new service for delivering microfiches to customers through couriers.
- The contents of all the prevailing Companies Registry External Circulars have been made available for downloading from the Registry's website.
- The shroff and search hours have been extended to provide better service.



## 溝通渠道

本處在互聯網上設置的網頁，為本處與客戶之間提供一個非常有效的溝通渠道。平均來說，瀏覽網頁的人數現已增至每月大約14,600人次。我們定期更新和加強網頁的內容，並不時加進一些特別訊息，讓客戶了解處方的新安排和政策。此外，客戶可自本處網頁下載指明表格，以及本處發出的所有對外通告。

公司註冊處電話諮詢熱線（2234 9933）為市民提供24小時服務。該熱線於二零零一年四月加強服務後，年內收到的查詢增加約8%，即平均每個月大約有7,200宗查詢。

## Communication Channels

The Registry's homepage on the Internet provides a very effective communication channel with our customers. The number of viewers has now grown to an average of about 14,600 per month. We regularly update and enhance the contents of the homepage, and add special messages from time to time to draw the attention of customers to new arrangements and policies. In addition, customers can download, from our homepage, specified forms and all external circulars issued by the Companies Registry.

The Companies Registry Enquiry Hotline (2234 9933) provides an around-the-clock service to the public. With the enhancement to the hotline in April 2001, the number of calls received has increased by about 8% during the year, averaging some 7,200 per month.



介紹本處各項服務的資料小冊子  
Information pamphlets on the Registry's services



本處現有 15 款資料小冊子，內容涵蓋各項服務，例如成立新公司、遞交文件規定與公司查冊設施。本處會繼續更新小冊子的內容。這些小冊子對於幫助客戶了解本處所提供的服務，發揮很大作用。

本處在二零零一年十一月更新了宣傳影帶，加入最新資訊，包括「企業管治檢討」及「策略性改革計劃」。影帶亦向觀眾介紹本處的組織結構、服務和最新發展。

The Registry now has 15 information pamphlets covering various topics such as company formation, filing requirements and company search facilities. We will continue to update the contents of pamphlets wherever appropriate. The pamphlets have proved to be very useful in helping our customers to understand the services that are available to them.

The Registry revised its promotional video in November 2001 to include the most up-to-date information including the corporate governance review and strategic change plan. The video also introduces viewers to the organisational structure, services and latest development of the department.



參加香港貿易發展局主辦的「二零零一年中小企業市場推廣日」  
*Participating in the SME Market Day 2001 organised by the Hong Kong Trade Development Council*



本處獲公務員事務局頒發「二零零一至零二年度卓越顧客服務獎」比賽的「嘉許獎」。此項比賽共有 28 個部門參加。該獎項的目的是在公務員隊伍內推廣以客為本的服務文化，以及表揚各政策局／部門在推廣此種服務文化和改善公眾服務方面所付出的努力。本處在二零零二年二月一日至三日及二月五日於香港中央圖書館展覽廳設置攤位，展示本處在客戶服務方面的成果。

The Registry was awarded a Merit Award by the Civil Service Bureau in the Customer Service Excellence Award 2001-02 competition in which 28 departments took part. The Award was to promote a customer-oriented service culture in the civil service and to give recognition to the efforts of bureaux/ departments in promoting their culture and enhancing their services to members of the public. On 1-3 and 5 February 2002, the Registry set up a booth at the Exhibition Gallery of Hong

Kong Central Library to display its achievements on customer service.



本處參加「二零零一至零二年度卓越顧客服務獎」比賽，獲得「嘉許獎」  
*Winning the Merit Award in the competition for the Customer Service Excellence Award 2001-02*

本處參加「二零零二年服務市民巡禮」，為此舉辦了問答比賽，提高市民對本處服務的興趣。服務市民巡禮由政府策劃，為期十四天，目的是展示政府所提供的優質服務，並推廣以客為尊的服務精神。

The Registry participated in the Serving the Community Festival 2002 by organising a quiz to promote public interest in its services. The Serving the Community Festival was a fortnight-programme organised by the Government to showcase the wide range of good quality services that Government provides, and to highlight the importance the civil service attaches to delivering excellent customer service to the community.

年內，本處的代表在投資推廣署及工商局為內地一個民營企業考察團舉辦的講座及香港特別行政區政府駐粵經濟貿易辦事處舉辦的講座，介紹海外公司註冊及本地公司成立事宜。

During the year, representatives of the Companies Registry gave talks on registration of overseas companies and incorporation of local companies at briefing sessions organised by Invest Hong Kong and the Commerce and Industry Bureau for a Mainland Private Enterprise Delegation, and by the Hong Kong Economic and Trade Office in Guangdong respectively.



年內，本處經常作出有關安排，接待到訪本處的本地機構。這些機構在造訪期間與本處交換的意見和經驗，對改善本處服務及增進彼此間的了解，非常有用。

本處十分重視與客戶及所有有興趣知悉本處事務的人士溝通。我們的周年報告採用簡明手法，全面評估本處的情況和未來發展。本處十分重視報告內容的質素。我們感到欣慰的是，這方面的努力得到表揚；本處編寫的一九九九至二零零零年度年報在香港管理專業協會所舉辦的二零零一年最佳年報比賽中獲得「優異年獎」。

Frequent visits from local institutions were also organised by the Registry during the year. The ideas and experiences exchanged during these visits were very useful for improving our services and enhancing mutual understanding.

The Registry values communications with our customers and all persons who are interested to learn about the department's activities. Our Annual Report aims to present a succinct and comprehensive assessment of the Registry's position and future developments, and we attach great importance to the quality of our reporting. We are very pleased that our efforts in this area were recognised; our 1999-2000 Annual Report received an 'Honourable Mention' in the 2001 Hong Kong Management Association Best Annual Reports Awards.



本處的年報在香港管理專業協會舉辦的二零零一年最佳年報比賽中獲得「優異年獎」  
Receiving an 'Honourable Mention' in the 2001  
Hong Kong Management Association Best Annual Reports Awards