

客戶需要

本處因應客戶的需要，不斷檢討各項服務和設施，以提高效率及質素。我們現正推行策略性改革計劃，全面重整本處的運作，並實行電腦化，以迎合客戶不斷轉變的需要。客戶的意見不論是褒是貶，我們也十分重視。本處設有完善的渠道，蒐集不同組別客戶的意見，以改善為他們提供各項服務的質素和擴大服務範圍。我們亦定期造訪各主要客戶。「公司註冊處客戶聯絡小組」在一九九一年設立，成員包括香港律師會、香港會計師公會、香港公司秘書公會、香港銀行公會的代表，以及一些主要客戶。年內，該聯絡小組共開會四次，就本處現有及擬提供的服務交換意見。

Customers' Needs

With customers' needs in mind, the Registry continuously reviews its services and facilities to enhance efficiency and quality. We have been implementing the Strategic Change Plan (SCP) to fully re-engineer and computerise our operations in order to meet the changing needs of our customers. The department values all customers' feedback, be they compliments or complaints. We have well-established channels to collect views and opinion from different customer groups with a view to improving the quality and scope of services offered to them. We also pay regular visits to our major customers. The Companies Registry Customer Liaison Group (CRCLG), which was established in 1991, comprises representatives of the Law Society of Hong Kong, the Hong Kong Institute of Certified Public Accountants, the Hong Kong Institute of Company Secretaries and the Hong Kong Association of Banks, and some principal customers. The Group, which met four times during the year, is a useful vehicle for exchanging ideas and views on the department's existing and proposed activities.



客戶聯絡小組的成員
Members of the Customer Liaison Group

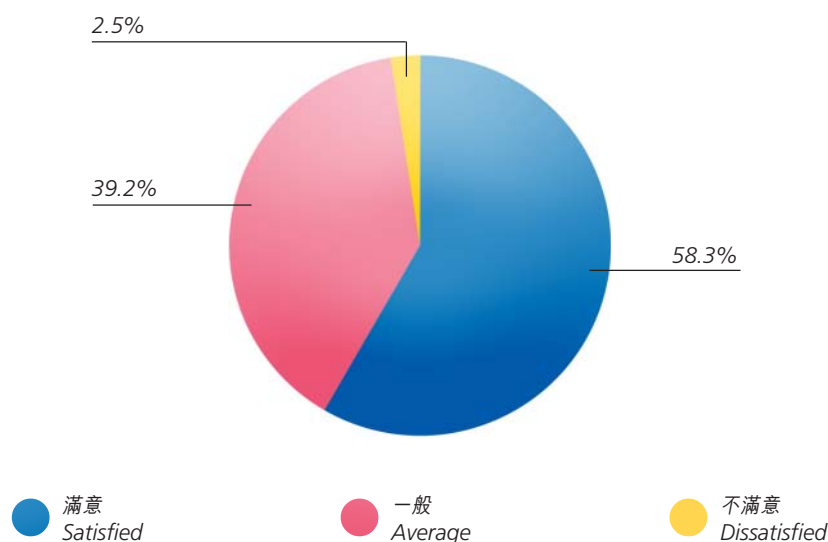


為了評估客戶的期望，並找出需要進一步改善的地方，本處委託獨立機構每年進行一次客戶服務調查。二零零三年五月的調查結果載於下圖。

To gauge customers' expectations and identify areas for further improvement, we appoint an independent agent to conduct a customer survey on an annual basis. The results of the survey conducted in May 2003 are shown in the chart below.

公司註冊處二零零三年客戶服務調查 客戶的整體滿意程度

Companies Registry Customer Satisfaction Survey 2003 Level of Overall Customer Satisfaction



改善服務

在二零零三至零四年度，本處實施下列各項改善服務措施：—

- 辦理本地公司更改名稱的標準處理時間由 9 個工作天縮短至 8 個工作天。
- 在處理撤銷有償債能力私人公司的註冊申請方面，達到標準處理時間的百分率由 95% 增至 96%。
- 推出 25 款供提交資料存檔之用的新指明表格，並修訂 25 款現有的指明表格。

Improvements to Services

During 2003-04, we achieved the following service improvements: —

- The standard time for changing the company names of local companies was shortened from 9 to 8 working days.
- The percentage of meeting the standard time for processing applications for deregistration of solvent private companies was increased from 95% to 96%.
- 25 new specified forms for filing information were introduced and 25 existing specified forms were revised.

溝通渠道

本處在互聯網上設置的網頁（網址：<http://www.info.gov.hk/cr/>），為本處與客戶之間提供一個非常有效的溝通渠道。二零零三至零四年度瀏覽的總人數共有 375,717 人次，現時平均每月約有 31,310 人次瀏覽該網頁，較二零零二至零三年度增加 42%。客戶可自本處網頁下載指明表格、刊物（例如公司註冊處年報、公司法改革常務委員會的報告和諮詢文件），以及本處發出的對外通告。我們定期更新和豐富網頁的內容。從二零零三年六月起，本處的網頁增設了「負責執行的條例」和「相關網站」兩個欄目；而由二零零三年十月開始，本處的網頁加入了所發出傳票的統計數字。

公司註冊處電話諮詢熱線（2234 9933）全日 24 小時運作，方便市民查詢本處提供的服務。年內收到的查詢達 72,319 宗，即平均每月有 6,027 宗。

本處現時有 20 款資料小冊子，內容涵蓋各項服務，例如成立新公司、遞交文件規定和公司查冊設施。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提供的服務和他們須履行的法定責任，發揮很大作用。

Communication Channels

The Registry's homepage (<http://www.info.gov.hk/cr/>) provides a very effective communication channel with our customers. During 2003-04, a total of 375,717 viewers visited our homepage and the average number of viewers is now about 31,310 per month, an increase of 42% compared to 2002-03. Customers can download, from our homepage, specified forms, publications such as the Companies Registry Annual Report, Reports and Consultation Papers of the Standing Committee on Company Law Reform, and external circulars issued by the department. We regularly update and enhance the contents of the homepage. Two new thematic sections, namely "Ordinances Administered" and "Related Sites" and the statistics on the summonses issued have been added to our homepage since June and October 2003 respectively.

The Companies Registry Enquiry Hotline (2234 9933) provides an around-the-clock service on enquiries concerning services provided by the Registry. During the year, the number of calls received was 72,319, averaging 6,027 per month.

The Registry has 20 information pamphlets covering various topics such as company formation, filing requirements and company search facilities. We will continue to update the contents of the pamphlets whenever appropriate. The pamphlets have proved to be very useful in helping the customers to understand our services and their statutory obligations.



在二零零四年二月，公司註冊處處長在香港英商會的商業環境小組會議中，簡介香港的公司法和企業管治改革。年內，本處的代表曾出席由多個專業團體，例如香港公司秘書公會、香港律師會、香港銀行公會、華人會計師公會舉辦的講座，向其成員介紹《2003年公司（修訂）條例》。

In February 2004, the Registrar of Companies gave a presentation on Company Law and Corporate Governance Reform in Hong Kong at the meeting of the British Chamber of Commerce Business Environment Group. During the year, representatives of the Registry gave talks to members of professional bodies such as the Hong Kong Institute of Company Secretaries, the Law Society of Hong Kong, the Hong Kong Association of Banks and the Society of Chinese Accountants and Auditors on the Companies (Amendment) Ordinance 2003.

為了展示本處的最新發展和服務，我們參加了二零零三年六月舉辦的「中小企業市場推廣日」，這是為中小企業而設的推廣日。此外，本處亦參與二零零三年十二月的「CEPA中小企商機博覽」，這項活動的目的，是協助本港中小企業把握「內地與香港更緊密經貿關係安排」帶來的機會，開拓內地市場。上述兩項活動均由香港貿易發展局主辦。

To showcase our latest development and services, we participated in the SME Market Day — a Market Day for small and medium-sized enterprises (SMEs) in June 2003, and the CEPA SME Expo in December 2003, which aimed at helping Hong Kong SMEs capture the opportunities presented by the Mainland and Hong Kong Closer Economic Partnership Arrangement for exploring the Mainland market. Both events were organised by the Hong Kong Trade Development Council.



本處參加中小企業市場推廣日
Participating in the SME Market Day

COMMITMENT TO CUSTOMERS

年內，本處經常接待到訪的本地機構。這些機構在造訪期間與本處交流意見和經驗，對改善本處服務及增進彼此的了解，非常有用。

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.



本處參加 CEPA 中小企商機博覽
Participating in the CEPA SME Expo