

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。電子查冊服務的啓用，標誌着本處在為客戶提供高效率 and 具成本效益的優質服務方面，揭開了新的一頁。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 launch of the e-Search Services marked a new chapter in the department's provision of efficient, high quality and cost-effective services to 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 CRCLG, which met four times during the year, is a useful vehicle for exchanging ideas and views on the department's existing and proposed activities.



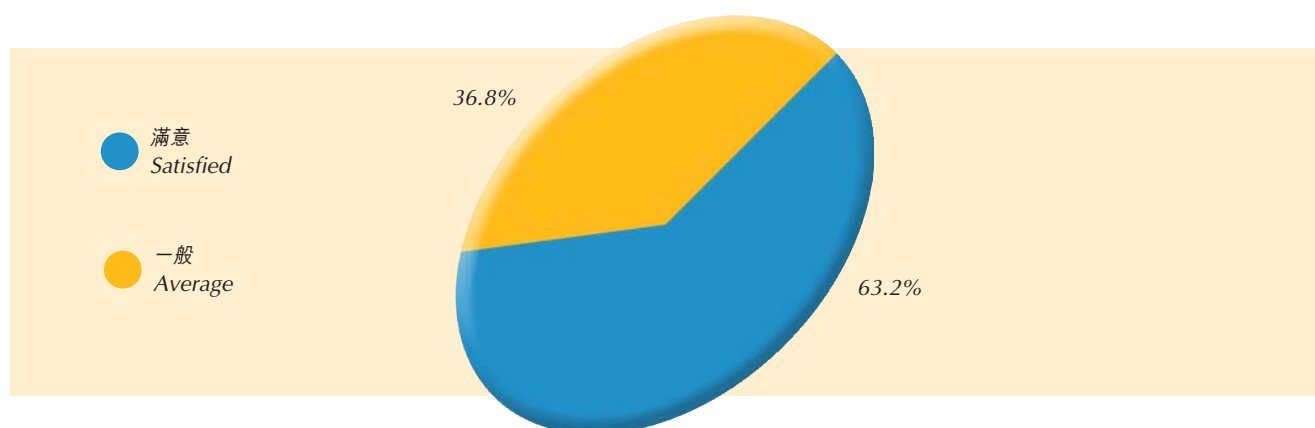
本處員工參加「優質顧客服務」培訓課程
Briefing to Registry's staff on Customer Service Excellence

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。二零零四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 2004 are shown in the chart below.

公司註冊處二零零四年客戶服務調查 客戶的整體滿意程度

Companies Registry Customer Satisfaction Survey 2004 Level of Overall Customer Satisfaction



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

改善服務

在二零零四至零五年度，本處實施下列各項改善服務措施：—

- 電子查冊服務啓用後，世界各地的客戶可隨時隨地透過互聯網，聯線查閱由公司註冊處處長登記和備存的註冊公司最新資料，以及八千多萬頁文件的影像紀錄。
- 客戶可使用新的電子查冊服務，免費查閱公司名稱和文件索引和押記登記冊。
- 所有遞交本處並有待登記的文件資料，已納入文件索引，讓公眾查閱。
- 本處增加了多種電子付款方法，以迎合不同客戶的需要。舉例來說，聯線查冊客戶可使用 VISA 或萬事達卡、繳費靈和銀通繳費；在公司註冊處查冊的客戶可使用八達通和易辦事付款。
- 本處設有服務支援隊，全日二十四小時協助客戶使用電子查冊服務。
- 文件由登記至可供公眾查閱所需的時間，由 16 個工作天大大縮短至 8 個工作天。
- 收款處和在公司註冊處查冊的服務時間已延長至包括午膳時間，以便提供更佳服務。
- 公眾查冊中心已進行翻新工程，以便為客戶提供電子查冊服務及更舒適的服務環境。
- 客戶遞交毋須繳費的文件後，「公司註冊處綜合資訊系統」會發出收條，供客戶作紀錄之用。

Improvements to Services

During 2004-05, we achieved the following service improvements: —

- With the launch of the e-Search Services, customers around the world can enjoy online access to current data of registered companies and over 80 million pages of image records of documents registered and kept by the Registrar of Companies over the internet anytime, anywhere.
- Free searches including Company Name Search, Document Indices Searches and Register of Charges Searches are offered under the new e-Search Services.
- Information on all documents lodged with the Registry and pending registration have been included in the Document Index for public search.
- Electronic payment methods, i.e. VISA/MasterCard, PPS and JETCO for online searchers and Octopus and EPS for onsite searchers have been introduced to suit different customers' needs.
- A Help Desk Support Service is available round-the-clock to assist customers in using the e-Search Services.
- The time span in which documents are registered and made available for public search has been significantly shortened from 16 to 8 working days.
- The shroff and onsite search hours have been extended (including lunch hours) to provide a better service.
- The Public Search Centre has been refurbished to facilitate the provision of electronic search services and provide customers with a better service environment.
- Acknowledgement slips in respect of submission of no-fee documents are generated by ICRIS and issued for the records of customers.



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。二零零四至零五年度瀏覽本處網站的總人數共有442,434人次，較二零零三至零四年度增加18%。客戶可從本處網站下載指明表格、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站的內容。年內，本處的網頁增設了「客戶建議」、「客戶滿意程度調查」和「公司註冊處綜合資訊系統電子查冊服務」三個欄目。

公司註冊處電話諮詢熱線 (852) (2234 9933) 全日二十四小時運作，方便市民查詢本處提供的服務。年內收到的查詢達 70,585 宗，即平均每月有 5,882 宗。

本處現時有 18 款資料小冊子，內容涵蓋各項服務，例如成立新公司、遞交文件規定和查閱公司資料。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。本處會繼續在適當時更新小冊子的內容。

Communication Channels

The Registry's homepage (<http://www.info.gov.hk/cr/>) provides a very effective communication channel with our customers. During 2004-05, a total of 442,434 viewers visited our website, an increase of 18% compared to 2003-04. Customers can download, from our website, 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 our website. In this respect, three new thematic sections, namely "Customer Suggestions", "Customer Satisfaction Survey" and "Electronic Search Services under ICRIS" have been added during the year.

The Companies Registry Enquiry Hotline (852) (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 70,585, averaging 5,882 per month.

The Registry has 18 information pamphlets covering various topics such as company formation, filing requirements and company search. The pamphlets have proved to be very useful in helping customers to understand our services and their statutory obligations. We will continue to update the pamphlets whenever appropriate.

二零零四年十月，公司註冊處處長在香港舉行的企業誠信亞洲區會議上發表演講，講題為「政府在加強企業責任方面擔當的角色」。此外，他也有出席香港公司秘書公會舉辦的企業管治會議2004，並發表題為「公司註冊處確保良好管治所擔當的角色」的演說。年內，本處的代表曾向東莞民營企業投資考察團講解「在香港成立公司的程序」，並出席屋宇署和香港警務處商業罪案調查科為其員工舉辦的講座，講題分別為「香港的公司法及檢控工作」和「公司註冊」。

In October 2004, the Registrar of Companies gave a presentation on “The Government’s role in enhancing corporate responsibility” at the Ethical Corporation Asia Conference held in Hong Kong and on the “Companies Registry’s role in ensuring good governance” at the Corporate Governance Conference 2004 organised by the Hong Kong Institute of Company Secretaries. During the year, representatives of the Registry gave talks to the Dongguan Private Enterprise Investment Study Mission on “Procedures of setting up a company in Hong Kong”, staff members of the Buildings Department on “Hong Kong Company Law & Prosecutions”, and the Commercial Crime Bureau, Hong Kong Police on “Companies Registration”.



公司註冊處處長在「企業管治會議2004」席上發表演講

The Registrar of Companies giving a presentation at the Corporate Governance Conference 2004

為了展示本處的最新發展和服務，我們參加了香港貿易發展局在二零零四年十一月舉辦的「中小企國際市場推廣日」。本處自一九九九年已參加類似的展覽，向來自世界各地的有關人士介紹本處的服務。

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。

To showcase our latest development and services, we participated in the World Small and Medium-sized Enterprises Expo, organised by the Hong Kong Trade Development Council in November 2004. The Registry has participated in similar exhibitions since 1999 to introduce its services to interested parties from different parts of the world.

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.



本處參加中小企國際市場推廣日
Participating in the World SME Expo

為了推廣電子查冊服務，本處在二零零五年一月三十一日舉行發布會，向客戶簡介新的服務。

To promote the e-Search Services, a Marketing Conference was held on 31 January 2005 to brief our customers on the new services.



本處舉行「公司註冊處電子查冊服務發布會」
Marketing Conference to launch the Companies Registry Electronic Search Services

公司註冊處電子查冊服務啓用酒會在二零零五年四月八日舉行，這是一個與客戶建立聯繫、聽取他們對新服務的意見，並就本處未來發展與他們進行交流的好機會。啓用儀式由財經事務及庫務局局長主持。

The Companies Registry Electronic Search Services Launch Reception, which was held on 8 April 2005, gave us an excellent opportunity to network with our customers and obtain their feedback on the new services and exchange views on our future development. The launching ceremony was officiated by the Secretary for Financial Services and the Treasury.



公司註冊處處長在「公司註冊處電子查冊服務啓用酒會」上致辭

The Registrar of Companies giving a speech at the Companies Registry Electronic Search Services Launch Reception



財經事務及庫務局局長出席「公司註冊處電子查冊服務啓用酒會」
The Secretary for Financial Services and the Treasury attending the Companies Registry Electronic Search Services Launch Reception



財經事務及庫務局局長、公司註冊處處長及惠普香港公司董事長宣布「公司註冊處電子查冊服務」啓用
The Secretary for Financial Services, the Registrar of Companies and the Managing Director of Hewlett-Packard HKSAR Ltd. marking the launch of the Companies Registry Electronic Search Services

本處十分重視與客戶及對本處事務感興趣的人士溝通，並為此編製年報，扼要而全面地綜述部門的概況和未來發展，而我們亦十分重視年報的質素。令我們感到十分高興的是，我們在這方面作出的努力獲得香港管理專業協會認同。本處二零零二至零三年度的年報，在香港管理專業協會舉辦的二零零四年最佳年報比賽中獲頒「優異年獎」，這是本處第三次得到這項殊榮。

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 development, and we attach great importance to the quality of our reporting. We are very pleased that our efforts in this area have been recognised by the Hong Kong Management Association (HKMA). Our 2002-03 Annual Report received an 'Honourable Mention' in the 2004 HKMA Best Annual Reports Awards. This was the third time that we have received this award.



公司註冊處在香港管理專業協會舉辦的二零零四年最佳年報比賽中獲頒「優異年獎」
The Registry receiving an 'Honourable Mention' in the 2004 HKMA Best Annual Reports Awards