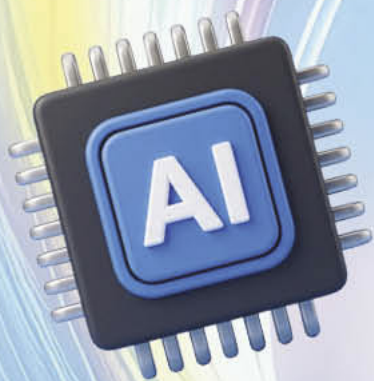




ENHANCING OPERATIONAL EFFICIENCY WITH TECHNOLOGY

善用科技

提升營運效能



Rapid technological advances in recent years have seen digital technologies become increasingly embedded in every aspect of daily life. Beyond reshaping society and business operations across various sectors, they have also transformed the way consumers access information, seek assistance, and make purchasing decisions.

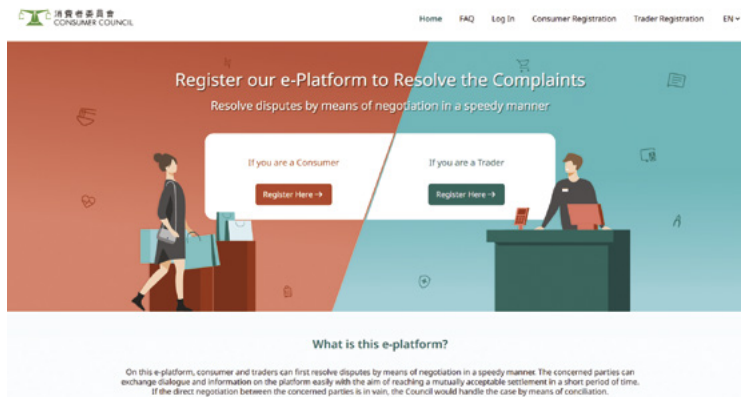
In this new digital normal, technological solutions present fresh opportunities to enhance efficiency and optimise processes. Keeping pace with these developments, the Council has actively adopted a range of innovative technologies during the year, including Artificial Intelligence (AI), Automated Speech Recognition (ASR), Speech-to-Text (STT) and Text-to-Speech (TTS), to further enhance and transform its services. By streamlining workflows and improving processing efficiency, the Council is able to respond to consumer needs more quickly and accurately, while providing efficient and reliable support that translates technological advancements into tangible consumer benefits.



近年科技發展迅速，數碼科技持續滲透日常生活每一個層面，不僅重塑社會及各行各業的運作模式，同時亦改變消費者獲取資訊、尋求支援及作出消費選擇的方式。在數碼新常態下，各類科技方案為提升效率、優化流程帶來新機遇。消委會一直與時並進，年內亦積極善用不同創新科技，包括人工智能（AI）、自動語音識別、語音轉文字及文字轉語音等，進一步優化及革新服務，透過精簡工作流程及提升處理效率，更快且更準確地回應消費者需求，並提供高效可靠的服務支援，讓科技成果切實惠及消費者。

Driving Service Innovation New Online Dispute Resolution Platform

Innovation and technology are driving the digitalisation of consumer dispute handling. To enhance services for both consumers and traders, the Council launched a new Online Dispute Resolution Platform (e-Platform) in November 2025. The e-Platform adopts a two-step resolution process – “negotiation first, conciliation next”, allowing registered complainants and traders to communicate directly via the online chatroom to seek early resolution. If negotiations fall through, the Council will intervene to facilitate conciliation. The e-Platform employs encryption to protect data, ensuring an efficient and secure dispute resolution process.



持續優化服務 推出「網上爭議解決平台」

創新科技促進消費爭議處理流程邁向數碼化。為優化消費者及商戶的投訴處理服務，本會於2025年11月推出全新「網上爭議解決平台」（平台）。平台採用「先協商、後調停」的兩步式流程，讓已登記的投訴人和商戶可即時透過平台的網上聊天室交換資訊，嘗試快速達成共識；如協商不果，本會可介入進行調停。平台同時採用加密技術保障資料安全，確保整個爭議解決過程既高效又安全。

AI-driven Service Excellence

To enhance the efficiency and user experience of public services, the Council has introduced AI technologies to the e-Platform to support a range of process automation functions. These include automatic identification and input of relevant information, case classification, detection of duplicate submissions, generation of case summaries, and identification of inappropriate or sensitive content in online forms and chatrooms. These features help improve processing efficiency and consistency.

Furthermore, the Council is actively exploring deeper applications of AI to support data organisation and management, as well as for analysing case data, identifying underlying patterns and correlations, so as to facilitate more insightful decision-making and analysis. Such applications help promote smarter, data-driven workflows and strengthen the Council's professional capability in providing advice and recommendations to the Government, the industry and consumers.

At the same time, the Council places great importance on the safety, transparency, and responsible use of AI. Guided by prudent governance principles, it remains committed to leveraging innovative technologies to continuously enhance the quality and efficiency of public services.

Enhancing Communication Channels

During the year, the Council also completed the upgrade of its complaint hotline system to further enhance communication efficiency with the public. The new system enhances call routing and resource management, while its stable cloud-based infrastructure and comprehensive backup arrangements ensure reliable hotline operations, delivering a smoother service experience for consumers.

The upgraded hotline system also strengthens the Council's capabilities in data analysis and resource allocation. With high scalability and support for remote management, it enhances operational flexibility during peak periods and improves overall service efficiency. In addition, the new system's voicemail function now incorporates Speech-to-Text technology, which automates information capture and accelerates follow-up handling and responses.

以人工智能提升服務質素

為提升公共服務的效率及用戶體驗，本會於平台引入AI技術，以支援多項流程自動化功能，包括自動識別及填報相關資料、個案分類、重複提交偵測、個案摘要生成，以及識別於網上表格及平台聊天室中出現的不當或敏感內容等，以提升處理效率及一致性。

此外，本會正積極探索更深入運用AI技術協助數據整理工作，並研究透過AI分析個案資料、識別潛在模式與關聯，以支援更具洞察力的決策分析。相關應用有助推動更智能化及數據驅動的工作流程，提升本會向政府、業界及消費者提供建議的專業能力。

同時，本會亦非常重視AI的安全性、透明度及負責任的應用，致力在審慎管治的基礎上，持續運用創新科技提升公共服務的質素與效率。

強化溝通渠道

本會年內亦完成投訴熱線系統升級，進一步提升與市民的溝通效率。新系統優化來電分流和資源運用管理成效，並透過採用穩定的雲端系統及完善的後備安排，確保熱線穩定運作，為市民帶來更流暢的服務體驗。

升級後的熱線系統同時強化了本會數據分析及資源調配的能力，並具備高度延展性及支援遙距管理的特點，於繁忙時段提升運作彈性，提高整體服務效率。此外，新系統的語音信箱引入語音轉換文字功能，促進資訊擷取流程自動化，並加快後續處理及回應。