

COMMENDATIONS AND COMPLIMENTS



嘉許致謝

團隊專業獲肯定

The Council is extremely grateful to receive hundreds of messages of support from CHOICE Magazine readers, followers of its social media channels and other sources each year, expressing thanks for the Council's consumer advice or efforts in complaints resolution. Awards from authoritative bodies also give recognition to the Council's achievements in various operational dimensions, such as governance, communications, public education and talent development. Apart from providing assurance that the Council is meeting public expectations, these commendations and compliments are an invaluable boost for staff's morale and pride in their mission of protecting and empowering consumers in Hong Kong.

本會每年均收到數以百計來自市民、《選擇》月刊讀者和社交平台追隨者的嘉許與感謝函、感謝卡與電郵，表揚本會為消費者提供實用的建議或協助調停投訴。同時，各個行內權威機構所頒發的獎項，亦對本會各範疇的成績予以肯定，包括良好企業管治、傳訊溝通、公眾教育、人才發展等等。本會對大眾的嘉許與感謝珍而重之，每一字的讚許及每一個獎項均反映和肯定本會工作的重要性，同時有助鼓勵士氣，使員工對參與維護消費權益及提升全港消費者自我保護能力的使命感倍感自豪。

10th Media Convergence Awards

CHOICE Magazine was honoured to receive 3 accolades at the captioned Awards:

- Lifestyle and Infotainment (Overall)**
- Magazine (Website) — Bronze Award**
- Magazine (Overall) — Bronze Award**

Organised by the Hong Kong Association of Interactive Marketing, the Awards recognise excellence and innovation in the digital transformation of Hong Kong's media landscape, commending local media organisations for their effective use of technology in delivering quality news and information across platforms.



第10屆傳媒轉型大獎

《選擇》月刊於第10屆「傳媒轉型大獎」榮獲3項殊榮：

- 整體生活消閒資訊大獎**
- 雜誌（網站）— 銅獎**
- 雜誌（整體）— 銅獎**

此大獎由香港互動市務商會舉辦，旨在表揚香港媒體在數碼轉型方面的卓越表現與創新成果，並嘉許本地媒體機構善用科技，透過不同平台有效傳遞優質新聞及資訊。



The Ombudsman's Awards 2025

Two staff members of the Council were awarded the Ombudsman's Awards in 2025, including Mr Edward Wan, and Mr Wong Hon-wai, Managers of Complaints and Advice, in recognition of their exceptional performance in customer service and handling consumer complaints. The Council takes great pride in having staff members receive this award for 13 consecutive years.

2025 申訴專員嘉許獎

年內，本會兩位投訴及諮詢經理溫偉豪先生及黃漢威先生獲頒「申訴專員嘉許獎」，以表揚其處理客戶服務及消費投訴的卓越表現。能連續 13 年有員工獲得此獎項，本會與有榮焉。



Yahoo HK Best Brand Awards 2025

The Council received the "Best Silver Consumer Education Award" at the captioned Awards, which recognise organisations that have built strong, lasting connections with Hong Kong consumers and demonstrated meaningful market influence amid an increasingly dynamic digital landscape. This honour affirms the Council's contributions to promoting consumer education for the silver-haired community and protecting their consumer rights.

Yahoo 香港最佳品牌大獎 2025

本會榮獲「Yahoo 香港最佳品牌大獎 2025：最佳銀髮消費教育獎」。此獎項旨在表揚與香港消費者緊密連繫，並在瞬息萬變的數碼環境中展現顯著市場影響力的品牌。這個獎項充分肯定本會於推動銀髮消費教育及保障長者消費權益方面的重要貢獻。

HKMA Best Annual Reports Awards 2025

The Council's Annual Report 2023-24 was presented with the "Excellence Award for Small Size Entries" at the captioned Awards organised by the Hong Kong Management Association (HKMA). This annual competition celebrates exemplary standards in corporate reporting, including the timely, accurate and well-presented communication of key achievements and developments.

2025 年 HKMA 最佳年報獎

本會的 2023-24 年度年報於「2025 年 HKMA 最佳年報獎」中榮獲「優秀小型機構年報獎」。此年度比賽由香港管理專業協會舉辦，旨在表揚機構出版適時、準確、資訊豐富及表達出色的年報。



Words of Thanks

The Council deeply appreciates the positive feedback from partners and stakeholders, as well as consumers and readers of CHOICE Magazine in recognition of the professionalism of our staff. Positive sentiment from the audience of the Council's various social media channels is also highly appreciated. Selected examples are shown below:

(Note: The following messages from complainants have been edited to enhance readability and comprehension)



Case Highlight 個案重點

The complainant, a senior consumer, purchased a refrigerator for \$4,180 from an electrical appliance retailer, with delivery arranged to her residence. From the outset, the refrigerator failed to cool properly and emitted noise. 6 days after the purchase, the retailer arranged on-site inspection by a technician, who confirmed that the refrigerator was unable to cool due to a refrigerant fault. However, neither the retailer nor the brand's Hong Kong agent arranged for a return or refund. The complainant therefore lodged a complaint with the Council.

Upon follow-up and conciliation by the Council's case manager with the local agent, the agent agreed to expedite the handling of the case and ultimately arranged a full refund for the complainant through the retailer. The complainant expressed appreciation for the prompt follow-up by the Council's case manager and hotline staff.

投訴人為一名長者，於電器店以 \$4,180 購買一部雪櫃，並送貨至其住所。自首次使用起，該雪櫃未能有效降溫，並發出噪音。電器店安排技術人員於購買日 6 天後上門檢查，確認雪櫃因製冷劑故障而未能降溫，惟電器店及該品牌的香港代理商均未有安排退貨及退款。投訴人因此向本會作出投訴。

經本會個案經理與香港代理商跟進及調停後，代理商同意加快處理，並最終透過電器店為投訴人安排全數退款。投訴人對本會個案經理及熱線同事的迅速跟進表示讚賞，讓其得以及早回復正常生活。

謹此致函，衷心感謝消委會各位人員的協助。貴會在處理熱氣球嘉年華事件時，積極跟進、施加適度壓力並推動媒體報導，發揮了極大作用，最終成功為消費者爭取公道。這份努力和成效，眾所周知，實在功不可沒。期望貴會在未來繼續秉持這份堅持，同時更希望香港不再重演類似事件。再次致以誠摯的謝意。

嘉許函

本會感謝各合作伙伴、持份者、消費者及《選擇》月刊讀者對本會員工的專業服務作出正面回應，以及大眾在各個社交媒體平台上對本會製作及發布的資訊予以支持。嘉許函節錄如下：

(注意：以下訊息均來自向本會求助的投訴人，文字經過編纂以便閱讀和理解)

李先生，本人謹以此函表達對 閣下及消委會的衷心感謝。本人是長者，由於在購買雪櫃遇上不負責任電器店，事件困擾由 2025 年跨年至 2026 年近半個多月。感恩由於得到 閣下及 貴會的及時介入，並提供專業的指導，經歷一星期的協助，並成功促使電器店同意退機及退款，迅速解決本人及家人的煩憂，得以回復正常生活。 貴會公正及高效的服務，不僅保障消費者的合法權益，而且意義重大，幫助長者，為弱小發聲，使不良的經營者卻步。再次衷心感謝 貴會的幫助，讓本人及家人感受到在無助之下的關懷及支持。謹此，祝願 貴會全人繼續為廣大市民提供優質服務，維護消費市場的公平與正義！此致



端午安康！非常感谢您司一大早又帮我调解案件，家里人知道事情经过以后，一致对于您司的处理过程表示感谢！对于您司的帮助，本人再次表示感谢🙏！

感謝 🙏 貴處的幫助 🙏 為消費者伸張正義爭取權益謝謝 🙏

感谢贵单位在了解我的情况后，积极热情，公正高效的为我解决困难。致使问题得到了我非常满意的解决方式。谢谢 🙏

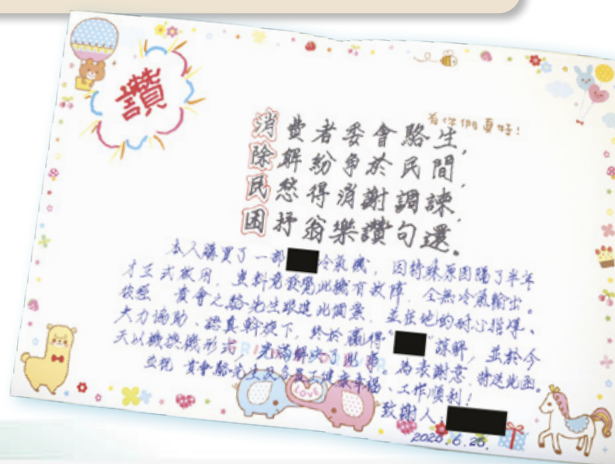
負責跟進的職員十分盡責及有禮，感受到尋找消費者委員會是能幫上忙的。

消委會職員好盡責，keep住保持主動聯絡、跟進，做到保障消費者權益及持平嘅角色。

有賴你們的協商，才可順利取回退款，消費者在購物後，一般處於劣勢，被逼接受隱藏的這樣那樣不合理的條款，希望你們能繼續用專業的知識幫助消費者維護自身權益。

你好，本人已聯繫，雙方已達成和解協議。謝謝貴會及台端積極介入，令事情得以迅速順利解決。香港幸有貴會的存在！再次感謝你們！

曾小姐：再次感謝您協助調解我的投訴。我謹確認，我們已成功收到回覆以及全額退款。您在過程中給予的悉心指導對最終取得正面成果至關重要。我們真切地感受到正義得到了伸張，並衷心感謝您在促成此事中所發揮的關鍵作用。此致



Compliments on Social Media 社交媒體上的正評

