

## 新聞稿

### Press Release

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#### **MTR Awarded Top Honour “Grand Award – Champion” by the Hong Kong Association for Customer Service Excellence Fully Recognising Efforts in Providing Quality Customer Services**

MTR Corporation received 14 awards at this year’s “Customer Service Excellence Award” ceremony organised by the Hong Kong Association for Customer Service Excellence (HKACE). Notably, the Corporation achieved the highest honour, the “Grand Award – Champion”, with the top overall score. These accolades fully affirm the MTR team’s continuous pursuit of service excellence and reflect our steadfast commitment to providing efficient and considerate experience for passengers, customers, tenants, staff, and other stakeholders.

The award presentation ceremony was held on 5 May 2026. MTR’s Hong Kong Transport Services team, Learning & Development Department, Operations Training Department and the customer service team of ELEMENTS jointly secured 14 accolades in the Individual Awards, Team Awards and Project Awards categories. From facilities and service attitude to the overall customer experience, all were highly commended by the judging panel. Among these, four projects each received Gold Awards in their respective categories — namely the “Elderly Care Programme”, “MTR Smart Mobility: Digital Transformation for Travel Concession Schemes”, “Kai Tak and Sung Wong Toi Stations Customer Experience Enhancement” and “MTR Smart Mobility: Intelligent Crowd Diversion System for Kai Tak Sports Park Events”. These awards highlight MTR’s achievements in innovation and technology application, digital transformation and community care. (Please refer to the annex for details of the award-winning projects.)

Ms Jeny Yeung, Chief Executive Officer of MTR Corporation, said, “We are deeply honoured to receive this recognition from HKACE. MTR has all along been customer-centric, and our services are closely connected to the daily lives of our customers, supporting their travel, shopping, work, and other activities. Our team is committed to delivering caring and attentive service with sincerity and professionalism. This recognition from both the industry and our customers affirms our sustained efforts and serves as a driving force for continuous improvement. MTR will continue to uphold our ‘customer-centric and continuous improvement’ philosophy to keep cities moving. I would like to express my sincere gratitude to all MTR colleagues for their dedication and hard work.”

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MTR has continued to invest in enhancing station and mall facilities to improve the customer experience and provide a more comfortable and convenient travel environment for passengers with different needs. These initiatives include:

- Introducing the virtual ambassador “AI Tracy” at 11 stations over the past three years to provide innovative smart customer services.
- Completing major station enhancement works at Kwai Fong and Sha Tin stations, replacing or upgrading more than 60 lifts and escalators across the network, and refurbishing over 80 toilets in MTR stations.
- Installing large signage at lift facilities and station entrances, and launching an upgraded version of the “MTR · Care” mobile app to facilitate travel for the elderly and those in need.
- On the retail front, ELEMENTS has fully upgraded its washrooms and introduced babies’ rooms to cater to diverse customer needs, along with installing over 100 electric vehicle charging facilities compatible with both Hong Kong and the Chinese Mainland standards.

At the same time, MTR places great emphasis on staff training. Through a diverse range of programmes, the Corporation strengthens the service capabilities of frontline and support teams, fostering a service culture built on professionalism, empathy and passion, so that every customer feels cared for and respected. The “Customer Service Month” campaign continues to promote a customer-centric mindset internally. This year’s theme, “We Care We Serve”, goes beyond geographical boundaries for the first time by bringing together teams from Hong Kong, the Chinese Mainland and Australia. Through cross-regional exchanges, it inspires creativity and establishes service standards that are sincere and people-oriented. Looking ahead, the team will continue to listen to the community, exchange views and collect feedbacks regularly, and translate suggestions into tangible improvement measures.

The “Customer Service Excellence Award” is an annual flagship event organised by HKACE, which received more than 200 entries this year. The awards aim to recognise organisations and individuals with outstanding customer service performance and promote a culture of service excellence in Hong Kong.

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## About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with over 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

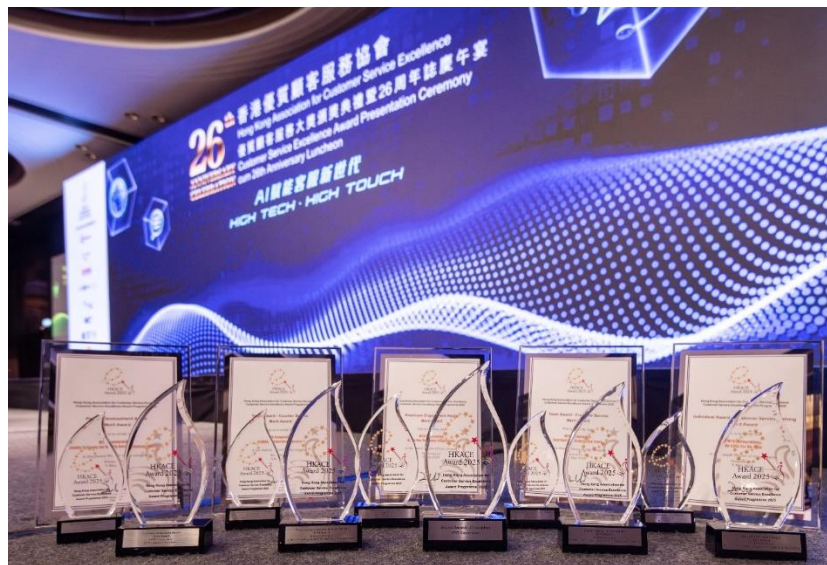
With more than 46,000 dedicated staff\*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk).

\*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Captions:

1. MTR Corporation received multiple awards at the annual “Customer Service Excellence Award” presentation ceremony organised by the Hong Kong Association for Customer Service Excellence, and was awarded the highest honour—the “Grand Award – Champion”—with the top overall score. This recognition fully affirms the Corporation’s commitment to delivering quality customer service.



- Ms Jeny Yeung, Chief Executive Officer of MTR Corporation (front row, centre), together with the management team, congratulated the award-winning teams and encouraged colleagues to continue enhancing customer service.



Annex: List of awards received by MTR in the “Customer Service Excellence Award”

**Grand Award - Champion**

**Programme Award**

Elderly Care Programme	Customer Retention – Gold
MTR Smart Mobility: Digital Transformation for Travel Concession Schemes	Digital Transformation – Gold
Kai Tak and Sung Wong Toi Stations Customer Experience Enhancement	Outstanding Customer Service – Gold
MTR Smart Mobility: Intelligent Crowd Diversion System for Kai Tak Sports Park	Service Innovation – Gold
Buddy Scheme for Newly Recruit Station Officer	People Development – Merit
Know Our Customer Programme	Employee Engagement – Merit

**Team Award**

Operations Data Studio	Internal Support Service – Silver
High Speed Rail Service Hotline	Contact Centre Service – Bronze
MTR Learning & Training	Customer Service Training – Bronze
ELEMENTS Concierge Service	Counter Service – Merit
East Rail Line Interfacing Team	Frontline Service – Merit

**Individual Award**

Frontline Service – Bronze

Customer Service Supervisor / Team Manager – Bronze

Customer Service Training – Merit