



Project AIMS Update

AIMS 項目通訊

CEO's REMARK 行政總裁緒言

Welcome to the latest update on Project AIMS. Our intention is to give regular feedback to the Alliance team, including all our valuable LOD's. In fact this is not a new project for Alliance; but has actually been in play for many years. It started with the replacement and upgrade of all our batching systems with Command Alkon. This was followed by the replacement of our Technical system with Command QC; with the latest system delivering significant improvements for our team to analyze and adjust our concrete mix designs on a continual basis to ensure our customers receive only the best quality concrete. The results are truly staggering.

However we have left the best till last. In the attached articles you will start to get a picture of what Alliance is looking to achieve. We are targeting to be "best in class" in customer service; by providing our customers with a "state of the art" Customer Service Centre that will attend to all order enquiries and arrange for the deliveries to be made according to our customers time requirements. We have no doubt this will revolutionize our ability to more efficiently service our customer in Hong Kong.

Both of our Shareholders, CKI and Heidelberg Cement, have been involved with this project by providing support in the areas of "change management" that is to assist us in preparing Alliance staff and its dedicated team of LOD's and company drivers prepare for the day to day changes that may occur and its impact on them. In some cases, it's just a case of sharing information in a transparent way to ensure everyone understands what we are trying to achieve. In other cases, there may be new lines of communication that need to be followed to ensure the Customer Service Centre is updated on delivery information. One thing for sure is "we all need to work together as a team" to be successful. Teamwork has always been an essential part of Alliance's guiding principles; and we need to draw on that during this project.

Heidelberg Cement has been very generous in seconding Tony Pearson to our project. Tony has a wealth of experience with the same system in Australia that incorporates first class logistics and a National Customer Service Centre. Our transition from Project Plan into reality has been a lot smoother as a result of Tony's contribution. On his next visit we will introduce him to some of our concrete plants and customer sites to get first-hand knowledge of Hong Kong practices.

Please feel free to ask any of our Project team any questions; we are more than available and would like nothing better than to answer any queries you may have. Rumors can sometimes abound in these projects; rest assured we will put them to bed immediately so please contact us.

David Hogan
Chief Executive Officer



歡迎閱讀最新一期的 AIMS 項目通訊。我們希望定期提供有關這項目的資訊給友盟團隊,包括我們很重要的混凝土車隊司機們。對於友盟,這並不是一個新項目,事實上,這項目已發展了數年,開始時我們將所有配料系統更換及提升為美國 Command Alkon 系統,接着我們把計劃推行至另一階段,並將實驗室的系統更換為 Command QC 系統;更新後的系統為友盟帶來明顯改善,我們的團隊現在可以透過不斷分析和調節混凝土配合比設計,以確保我們提供最優質混凝土給客戶,效果之佳令人難以置信。

然而我們把整個項目最重要的部份放在最後,在今期的通訊內容中你們會開始看到一幅圖,就是關於友盟在項目中要達成的,我們的目標是"最優質的顧客服務";透過提供客戶一個完善的顧客服務中心處理客戶的需求及安排產品的準時運送。深信這樣能加強我們提供高效率顧客服務的能力。

我們的2間股東公司長江基建和 Heidelberg Cement 也參與和協助推行項目的更新和改革,好讓友盟的員工和一班專心致志工作的混凝土車隊司機適應項目對他們日常工作的轉變。在某些情況下我們需要與大家分享項目的資訊,讓大家清楚明白項目的發展和目標,此外,我們也要建立一些新的通訊系統和方式,以確保我們將來的顧客服務中心能得到產品運送的最新資料。我們所有員工和車隊司機必須共同努力合作才能達至目標,團隊合作是友盟一個非常重要的公司理念,在這項目中我們必須重視和履行這重要的理念。

Heidelberg Cement 很慷慨地委派了 Tony Pearson 先生協助我們籌辦這項目,在澳洲相同的系統上 Tony 具有非常豐富的經驗,他們的系統擁有最先進的物流管理和一個全國性的顧客服務中心, Tony 的參與令項目的計劃更能暢順落實推行,我們期望 Tony 下次到訪時安排他到廠房和客戶工地了解現時香港的運作模式。

很歡迎大家向項目核心小組查詢任何關於項目的問題;我們會很樂意回答大家的查詢,並希望大家能清楚明白,避免任何誤解和對項目不實的傳聞,倘若有任何關於項目的問題,請與我們聯絡。

戴浩勳
行政總裁

Project AIMS Update

AIMS 項目通訊


The core of Project AIMS – Customer Service Centre



友盟資訊管理系統核心計劃之 顧客服務中心

In May, the Board has given the “green light” to implement the core of Project AIMS by integrating and automating most of the business processes. This will include the establishment of a Customer Service Centre to provide efficient and superior services to our customers similar to the function of a professional call centre. The aims of the customer Service Centre will include the following :-

董事局已於今年五月通過落實執行友盟資訊管理系統核心計劃，將大部份營運流程自動化，其中包括成立一個顧客服務中心，運作有如專業的電話熱線服務中心，以提供高效率 and 卓越服務給我們的客戶。顧客服務中心的運作目的包括 :-

 Answer customer phone calls quickly


★ Handle customer calls effectively

★ Negotiate order times

★ Maximize on-time delivery

★ Shorten truck queuing time



 迅速接聽客戶來電

★ 有效處理客戶電話查詢和要求

★ 與客戶協商送貨時間

★ 加強產品的準時運送

★ 減低運載車輛輪候時間

To Alliance, this is a big project involving improvement and integration of major business and systems.

Senior Management, Project Team and
Consultants in the project kick-off meeting
管理層、核心小組成員及項目顧問於第一次項目會議

對於友盟這是一個把主要運作流程和系統整合和改善的一大項目。

To ensure we can successfully implement the project, a work team with carefully selected members responsible for major areas of the project is established. In addition, the management has appointed professional consultants to assist the project team in planning and developing systems and change management. What's more, Tony Pearson, the current Customer Service Manager of Hanson Australia also participates to provide the team with his professional knowledge and invaluable experience in the establishment of the Customer Service Centre. The project has been kicked off on 29th June and we look forward to seeing a new page for Alliance with the successful implementation of the project.

為了確保這項目成功推行，管理層已細心從各部門挑選合適同事成為核心小組成員，除了負責項目內有關範疇的主要部份外，並會共同處理項目的整體決定和推行。管理層並且安排了專業的顧問公司協助核心小組設計和接連各系統及幫助推行整個項目的更新改革處理。

管理層更安排了 Hanson 澳洲的現任顧客服務中心經理 Tony Pearson 先生向核心小組提供其專業的知識和分享寶貴的經驗，以協助整個項目的推行。這項目已於 6 月 29 日開始籌辦，我們期望這項目的成功，並為友盟業務展開更新的一頁。

Karen Lam
Assistant HR Manager

林家蓉
助理人力資源經理

Project AIMS Update

AIMS 項目通訊

Our CEO, David Hogan, shows his support and appreciation of the contribution of Tony Pearson, CSC Manager of Hanson Australia (2nd from the left in the picture) and the System Consultants to the Project AIMS.

行政總裁戴浩勤對於Hanson澳洲顧客服務中心經理Tony Pearson（圖左第二位）及系統顧問在AIMS項目上的參與表達支持和欣賞



Experience Sharing on how to develop a successful Customer Service Centre

Learning from successful organizations is one of the ways to help us grow and excel. Our Project Team is grateful to have the opportunity to discuss with the ex Senior Customer Care Manager of a very successful bank in Hong Kong and the managers of Hutchison Telecom's Customer Service Department on the establishment and management of their call centre. They are very professional customer service managers with years of experience in managing call centre and were very helpful during the discussion meetings. It was interesting for us to learn how successful companies manage their customer service centre in a very competitive and dynamic business environment. From their sharing on how they run their call centre, train and motivate their staff and maintain excellent customer service performance, we have got some relevant and insightful information which will help us plan and develop our project.

Karen Lam

Assistant HR Manager

經驗分享 - 如何建立一個成功的顧客服務中心

學習其他企業成功之道能幫助公司的發展和成長。

所以我們的項目核心小組很高興能有機會與香港某大成功銀行前任高級顧客服務經理及和記電訊(香港)有限公司的客戶服務部助理經理討論及分享他們的經驗和心得。

他們都是非常專業和經驗豐富的顧客服務經理，而且在整個討論過程中很樂意分享和幫忙，並提供了一些資料和寶貴心得，特別有趣的是他們如何在競爭劇烈和發展迅速的行業環境中，仍能有效地管理其顧客服務中心。

透過這些經驗分享，包括他們如何運作、培訓和推動員工及保持卓越顧客服務表現，我們得到一些相關資料，相信能幫助計劃和發展我們的項目。

林家蓉

助理人力資源經理



Our HR Team discussed with the Managers of HWL Training Centre on how to plan and implement change management for the project.

人力資源部和集團培訓中心經理相討如何計劃及推行項目的更新改革安排

Project AIMS Update

AIMS 項目通訊



Effective communication is becoming a key success factor in running our daily operation. Other than voice and fax, what other media can you think of for exchanging business data every day? The answer is our data network. Each day, customer order information, deliveries and production information are sent to our servers in head office via the fixed data links at the plants. If there is any issue with the network connection, data will not be synchronized to head office for further processing, thus affecting our production process. For example, a network connection failure will prohibit a delivery ticket from sending to plant which may cause a significant delay of delivery to our customers.

With the introduction of new systems, network efficiency becomes more important as those systems are required to communicate directly in a real time approach. However, there is no 100% uptime network connection in the market. Therefore we use 3G wireless communication which provides us good backup solution to enhance our network connection efficiency. Special equipment will be installed to every plant with 3G network connected. When there is problem with the fixed data link, the network equipment will be alerted and starts the alternative connection to our head office via the 3G network automatically. On the security side, all data sent via this connection are securely encrypted. This solution helps to reduce the potential downtime to the minimal.

In the coming releases of our newsletter, we shall disclose more information to you. I am sure you are interested to know the setup of our new Customer Service Centre. Stay tuned with us.

SC Chan
Project Manager

在我們日常業務運作中，有效的溝通是其中一個成功的關鍵。試想想，除了說話及傳真，還有甚麼途徑可以把業務上的數據交流？答案就是我們的資訊網絡。每天我們都有大量的資訊及數據通過一條專線聯系廠房與公司的資料庫，當中包括客戶訂單、生產及付運的資料。當資訊網絡出現問題，數據就不能有效地傳送至公司或廠房作進一步處理，生產過程便會受到影響。若然網絡連接失效，將會發送的訂單便不能傳送至廠房，導致不能準時付運給客戶。

隨著採用新的系統，所有資料都需要即時傳送，因此，完善的網絡管理會顯得更加重要。然而市場上暫時並沒有網絡供應商能確保提供百份百的傳送服務，因此，我們選擇了第三代流動通訊服務(3G網絡)作為我們的備用方案，以確保資料傳送不會中斷。我們將於每個生產廠房安裝一部特別的設備，當專線傳送出現問題，設備會發出警報，並自動於短時間內由專線轉為經過3G網絡傳送資料至公司。在安全性方面，所有傳送的資料會經過加密處理，以確保資料不會於傳送過程中外洩，利用這方案，我們可以將停機時間減到最低。

我們會在往後的AIMS項目通訊中，給與大家更多和更新的資訊。我相信您們亦會關心即將成立的客戶服務中心，請繼續留意AIMS項目通訊為你提供的最新消息。

陳紹宗
項目經理



Alliance is always striving for improvement. Besides enhancing systems, we have also upgraded our new 3-axle trucks which have arrived in August (see photos) and the upcoming 4-axle trucks with fuel-efficient engine and higher loading capacity.

友盟不斷努力尋求改善，除了更新系統外，在車隊方面，我們也提升了在8月份新到的3軸車(見圖示)和即將來臨的最新4軸車，新的混凝土車不單只省油，更提高載運量。

