

*For Immediate Release*

## **HKBN Wins HKMA Gold Award for Excellence in Training and Development**

### ***Pioneering an Industry First by Transforming its Broadband Technicians into Certified Professional Engineers***

(Hong Kong, 12 September 2014) Hong Kong Broadband Network Limited (“HKBN”) proudly accepted the Gold Award of the Award for Excellence in Training and Development 2014 (Skill Training Category) organized by Hong Kong Management Association.

For most broadband service providers, it is a common practice to outsource most or all broadband installation and maintenance jobs to external parties. Hence, it is quite unusual for them to have their own in-house technicians, and it’s even rarer that a systematic approach to training is offered. “We do things differently,” says Angus Chan, Manager – Technical Services & Co-Owner of HKBN. “Apart from using external resources, we’ve focused on building a strong and reliable in-house engineering team to set the service standard across this industry. The Gold Award demonstrates HKBN’s commitment in service quality and frontline Talent training.”

In the past, little attention was given to broadband technicians from the industry, making it difficult for them to be proud of the work they do. HKBN is changing this by specifically designing the CPE Certification Program to take customer service, technical knowledge and product knowledge to an unprecedented level within the industry. The program designates an award scheme featuring Gold, Silver, Bronze awards to encourage their motivation at becoming a Gold-Awarded CPE. Key performance indicators and an annual review process are in place to ensure high standards are maintained.

Since the establishment of the Program a year ago, 32% of technicians have successfully earned a much coveted Gold Award. During this period, the number of complimentary and appreciation letters received by HKBN has increased by a factor of more than four. Overwhelmingly, customer feedback has highlighted an appreciation of the sincerity and technical expertise delivered by our CPE. Most important of all is their ability to see things from the customers’ perspective, empowering them to deliver a high quality service experience.

“At the moment, the industry does not provide all-round training to broadband technicians. This program sets a new benchmark in professional proficiencies for all technicians within the industry. I am very proud of our CPEs and their willingness to break new ground and strive for the best,” William Yeung, CEO and Co-Owner of HKBN said.

While training its technicians to become CPE, HKBN has also developed and designed a special uniform that is both stylish and comfortable. As CPE are required to work outdoors, the uniform is manufactured using Dri-FIT, a material that aids in sweat management for superb fit and comfort. The addition of Adidas sport shoes and a Samsonite tool box completes their fashion-forward look.

“The success of this training program comes not only from the program’s design. Its secret comes from the genuine recognition and encouragement that is given to Talents,” Angus Chan said.



Angus Chan, Manager – Technical Services & Co-Owner of HKBN (right), receives the Gold Award for Excellence in Training and Development from Prof. Tony Chan, President of the Hong Kong University of Science and Technology



A strong team of Certified Professional Engineers posing with zeal and confidence

### **About Hong Kong Broadband Network Limited**

Hong Kong Broadband Network Limited (“HKBN”) is the leading provider of residential symmetric 100 Mbps and above broadband services in Hong Kong with a core purpose to “Make Our Hong Kong a Better Place to Live”. HKBN offers an array of world-class enterprise solutions carrier services, as well as a diversified portfolio of innovative residential broadband and Wi-Fi access, communication and entertainment services to 1.4 million subscribers.

HKBN takes great pride in developing its 2,500-strong Talent force into a competitive advantage. In May 2012, the company underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 87 HKBN managers.

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### **Issued by Hong Kong Broadband Network Ltd**

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